EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY

10
Oct. 2010
vol. 042
FREE

"Drink Up!"

An In Depth Look At Japanese Beverages

Sake, Shochu, Beer, Tea, etc.

SPECIAL INTERVIEW

Puffy AmiYumi (J-Pop duo)

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CHOPSTICKS NY

[October 2010, Vol. 042]

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President / Publisher	Hitoshi Onishi
Director	Tomoko Omori
Editor-in-Chief	Noriko Komura
Writers	Non Akashi, Victoria Goldenberg, Hideo Nakamura, Maya Robinson, Misako Sassa, Stacy Smith, Kate Williamson
Proofreader	Susan P Spain
Art Director	Etsuko Hattori
Sales Representative	Yu Iwasaki
Assistant to the publisher	Yukiko Ito
Intern	Janet Carona, Misayo Ichimura
Executive Producer	Tetsuji Shintani

Cover Brian Chui
www.brianchui.com

The theme of the cover of this month's issue are "Japanese Desk". To find out more about it, check out the featured artists from page 7.

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411 Lafayette St., 3rd Fl., New York, NY 10003-7032
TEL: 212-431-9670 / FAX: 212-431-9660
www.chopsticksny.com
For Advertising Info: TEL: 212-431-9670 (ext.130)
E-mail: sales@chopsticksny.com
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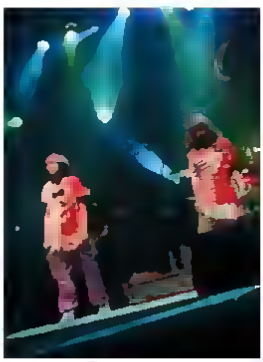
Best known for their animated TV program *Hi Hi Puffy AmiYumi*, Puffy AmiYumi is among the most successful J-pop acts in the United States. They will return to New York and will perform in the Far East to East Showcase at Irving Plaza on October 10th.



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LIVE PHOTO [SHOWA WOMEN'S UNIVERSITY HITOMI MEMORIAL HALL] Photo by Rui Hashimoto (SOUND SHOOTER)

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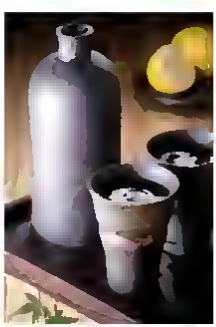

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"WE WANT EVERYBODY TO HAVE FUN, OURSELVES INCLUDED"

— PUFFY AMIYUMI

Before teaming up as PUFFY in Japan, Tokyo-bred Ami Onuki and Osaka native Yumi Yoshimura were discovered separately by Sony-affiliated talent agencies. With the guidance of Tamio Okuda, a front man of legendary band Unicorn, they released their debut single, "Asia No Junshin" in 1996, which sold a million records and boosted their fame. In addition to their sound, they gained popularity as pop icons in Japan and young people copied their fashion style. They also hosted a television variety show, headlined arena-sized concerts, and inspired action-figure dolls. They debuted in the U.S. in 2000, and four years later, they were featured in an animated series, Hi Hi Puffy AmiYumi, of Cartoon Network. They changed their unit name from PUFFY to Puffy AmiYumi to avoid conflict with Sean "Puffy" Combs. The program was a huge hit and they established a foundation in the U.S. In 2006, they were appointed goodwill ambassadors to the U.S. as part of the Japanese government's campaign to encourage tourism in Japan.

Puffy AmiYumi is among the most successful J-pop acts in the United States. The spunky Ami Onuki and Yumi Yoshimura debuted in America in 2000 and rapidly earned popularity, positive press and top-notch exposure, such as an appearance on the Jimmy Kimmel show. They helped introduce a generation of fans to Japanese pop music with their animated program Hi Hi Puffy AmiYumi. It seems natural that they're making a comeback at the New York Anime Festival this month. On Oct. 10, Puffy AmiYumi will perform in the Far East to East Showcase at Irving Plaza along with Boom Boom Satellites, Zazen Boys and Echostream.

It's been a while since Puffy AmiYumi was last active in the United States. Why are you performing at the New York Anime Festival?

Ami: We've been invited to perform at this Anime Festival, which we've always wanted to attend. We've been so attracted to it. We felt ready and the circumstances were right.

Yumi: I was happy to get the offer, and we thought we would really want to do this.

As performers in the Far East to East Showcase on Oct. 10, you'll be returning to the prestigious Irving Plaza, where you previously performed in 2002. How does that feel?

Ami: It's been a while since we last performed in Irving Plaza. The audience was so enthusiastic. I'm filled with happy memories and courage now.

Yumi: Last time we had so much fun. We were very happy that our U.S. fans sang our Japanese songs with us. We want to enjoy [the Oct. 10 show] even more than we did before.

What do you try to accomplish in your live

performances?
Ami: We try to form unity with the audience and to let all the fans go home feeling happy because of our live performance with our band.
Yumi: We want everybody to have fun, ourselves included.

Your Cartoon Network show, Hi Hi Puffy AmiYumi, is one reason you are popular in America. What do you consider the benefits of having, specifically, an animated program about your lives? Did it affect how you approached your Japanese career?
Ami: It was very surprising. I was worried about a lot of things, but it was an honor to do something that we could be proud of. Although it took a while to get reactions, we got new types of fans [from Hi Hi Puffy AmiYumi]. We get lots of letters from overseas fans.
Yumi: So many people got to know Puffy AmiYumi, so that pushed our career. I think I now think that it doesn't matter if our songs are in English or Japanese. It's the music that counts.

Were there any obstacles you had to overcome in America?
Ami: We didn't have many problems. We just tried to be the usual Puffy AmiYumi. Well, the time and distance gap between Japan and America was difficult.
Yumi: It was hard to communicate in English.

What do you find to be the biggest differences between the Japanese and American music industries?
Yumi: I'm not really sure. We just do what we usually do in Japan.

Your music has a strong 60's American pop feel, and it's also a little tongue-in-cheek. What attracts you to this style?
Ami: Puffy AmiYumi's music style is very much influenced by Tamio Okuda*.

Your most recent album came out in 2009. Are you working on any music right now? If so, can you tell us about it?
Ami: We are recording now. Watch out for more info on our official website.
Yumi: Our new album will come out next year in Japan.

Do you plan to relaunch your U.S. career with the Showcase performance?
Ami: Nothing is confirmed at this moment.
Yumi: We would love to perform in the U.S. if we have any opportunities.

What do you like about New York?
Ami: It's a place where we could find new things each time we go there.
Yumi: Even walking around in New York City is fun. Sometimes I realize I've walked so far.

Ami is from Tokyo and Yumi is from Osaka. Do you think that regional contrast pops up in your music or performances?
Ami: We don't think so. Our country is not that large.

Ami, what place in Tokyo do you recommend readers visit?
Ami: When my American friends and colleagues come to Japan they seem to all go to Akihabara. Having a boat ride (traditional house boat) on the river may be nice.

And Yumi, what Osaka place do you recommend?
Yumi: Please try okonomiyaki and takoyaki when you visit Osaka.

—Interview by *Victoria Goldenberg*

*Tamio Okuda. Japanese rock singer, songwriter, and producer. He was a front man of rock band Unicorn. Since then, he has worked solo as well as projects teaming up with other artists. He was the brain for Puffy AmiYumi.

Where to Buy Puffy AmiYumi Merchandise

Are you looking to purchase Puffy AmiYumi merchandise? Their Cartoon Network show **Hi Hi Puffy AmiYumi** is off the air, but if you're willing to hunt or buy secondhand copies, you can still find the DVDs. The program is great for introducing children to the Japanese language and pop culture. The related products, such as books, a Game Boy Advance video game and dolls based on Yumi and Ami, are more readily available from sellers such as Amazon.

Puffy AmiYumi has released three original albums and two compilation CDs in the United States. The American versions of their albums have slightly different song selections than the Japanese editions, so they're valuable for collectors. In 2001, Sony Music Imports launched Puffy's American debut with the original album **Spike**, which includes the popular single "Boogie Woogie No. 5." Independent stateside label, Bar None followed up with the exclusive greatest hits collection, **An Illustrated History**, in 2002 and Puffy's seventh album, **NICE** (2003), whose cover pays homage to John Lennon and Yoko Ono. Epic Records released the compilation **Hi Hi Puffy AmiYumi** in 2004 to accompany the Cartoon Network show. Tofu Records, a subsidiary of Sony Music Entertainment Japan, released the last stateside Puffy album—**Splurge**—in 2006. Because Tofu Records closed in 2007, the album is difficult to find.

An Illustrated History is the best choice for new listeners because it includes most of Puffy AmiYumi's best-known hits, as well as an English version of their breakthrough debut song "Asia no Junshin." Even if you don't understand Japanese, the feel-good vibe of songs like "Atarashii Hibi" is infectious.

Those familiar with the **Hi Hi Puffy AmiYumi** TV show would enjoy the same-titled compilation CD. It places music from the cartoon alongside the duo's Japanese hits and the theme song they recorded for Cartoon Network's Teen Titans, making it ideal for people who want to get to know Puffy AmiYumi's style better.

Digital music fans can purchase the **Hi Hi Puffy AmiYumi** album in mp3 format on iTunes and Amazon.

Puffy AmiYumi appears on Cyndi Lauper's album **The Body Acoustic** (2005) on an organic-sounding recording of "Girls Just Wanna Have Fun." While Cyndi sings the main melody, Ami and Yumi speak Japanese during the instrumental breaks and chime in with cheery background vocals and harmonies that match the classic song.

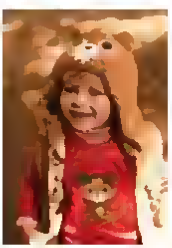
If you're interested in buying imported CDs, Puffy AmiYumi has released 11 original albums in Japan thus far. You can find new copies of some at Kinokuniya by Bryant Park and secondhand copies at Book Off. Many Asian online retailers ship overseas, as well. HMV Japan, YesAsia, CD Japan and Amazon.co.jp are all reliable sources.

For more information, visit
http://www.puffyamiyumi.com

Shop

Miki House: Japanese Kid's Clothing Mavin hits Bloomingdale's

For almost 40 years, **Miki House** has been the leading children apparel brand in Japan. Its signature "kawaii" characters with colorful design combined with highest quality and functionality has won the heart and trust of picky moms (and dads!) and the toughest critic of all, kids all over the world. Now, after building loyal and passionate followers in Europe and Asia, it has finally opened its first New York store at the Bloomingdale's for 6 months up to 4-year-olds.



Up on the 8th floor, walking through rows of miniature versions of adult wear, one corner pops out with cute bears and rabbits smiling to welcome you. "Miki House cherishes children and celebrates their precious childhood. We want to keep true to the essence of childhood in design and in colors that appeal to the children as well as fashion and quality conscious adults," Mr. Yoshi Takeda, president of Miki House USA explains. Customers are first attracted to the cute, fun and stylish design, but what keeps them coming back is its well thought out details, high quality and functionality. From the Supenor Pima Cotton, the softest high quality cotton used in their T-shirt, to the state of art shoes, which is specially designed to meet little ones' unique bone structure and to assist their healthy developments, every item is carefully made to ensure comfort and mobility to allow children to do what they love to do.

With its high quality materials and careful finish, the clothes keep their original form, and therefore they could be passed from one child to another, along with their happy childhood memories. It's friendly to the environment, too. Eall items are just in to bring more smiles for your little ones!

Miki House USA (Bloomingdale's, 8th Fl.)
1000 3rd Ave. (bet. 59th & 60th Sts.) New York, NY 10022
www.mikihouse-usa.com

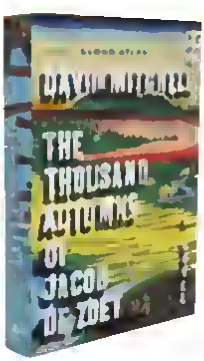
Book

A Journey Delving Deeply into Late 18th Century Japan

The Irish author, David Mitchell was named one of the most influential people in the world by TIME magazine in 2007, and he is living up to this title. His newest book, **The Thousand Autumns of Jacob De Zoet**, depicts Japan at the turn of the 19th century as seen through the eyes of this eponymous Dutchman. De Zoet has come to Nagasaki's Dejima*, to work as a clerk so he can earn a fortune large enough to win the hand of his wealthy fiancée back home. However, the plot throws in obstacles along the way that derail De Zoet from his original intention.

The novel is populated by interesting characters like corrupt officials and incompetent interpreters, but none affect De Zoet as much as Orito Aibagawa, the disfigured daughter of a samurai doctor and a midwife to the city's powerful magistrate. Following a chance encounter De Zoet ends up falling for her, and when she is kidnapped by a feudal warlord and taken to a bizarre mountaintop nunnery where ritual baby-harvesting and murder are practiced, he enlists an interpreter friend to help with a dangerous mission for her rescue.

Though this book can be categorized as historical fiction, it is anything but dry. Thanks to the author's extensive research in Japan, his detailed depictions of the characters will draw readers in and keep them wondering what De Zoet's fate will be. Let Mitchell take you back to a pre-internationalized Japan and revel in the rich yarn he weaves.

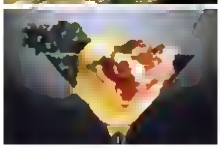


***Dejima.** The manmade island in Nagasaki built for managing Portuguese missionaries in the 17th century. Nagasaki was the country's only port city open to outsiders during Japan's national isolation from early 17th to mid 19th Centuries, and Dejima was the Dutch domicile in that period.

The Thousand Autumns of Jacob De Zoet
By David Mitchell
Published by Random House

Food

A Crab Stick that Goes Beyond Real Crab



When you hear "crab stick," you might automatically think of the California roll, one of the most popular items in Japanese restaurants in the U.S. today. But the crab stick is not just for the roll — it's actually a versatile ingredient that can be used in many cuisines. Sugiyo Co., Ltd, the company that invented the crab stick about 40 years ago, has just introduced a new, upgraded version — **the Snow Crab Leg Queen** — to the U.S. market.

What's remarkable about the Snow Crab Leg Queen is its striking resemblance to real crab meat. Its texture and flavor are so identical to real crab that even chefs in Japan often mistake it for actual crab. Sugiyo, using the same ingenuity that led to the original crab stick, has made best use of its team of experts in food and fermentation engineering, chemistry, microbiology, and nutrition to reproduce the flavor and tender texture of the highest-quality crab.

According to Mr. Naoto Kido of Sugiyo USA., Inc., "The Snow Crab Leg Queen sold in America is slightly different from that in Japan. Here we don't use MSG, and it is gluten-free and all natural." As soon as you defrost the Snow Crab Leg Queen, it's ready to eat. Regarding serving style, Mr. Kido advises consumers to keep it simple. "For a Japanese style, you can eat it like sashimi, adding sweet vinegar and ponzu, or use it as a topping for nigiri sushi. For a Western style, you can eat it like shrimp cocktail, just dressed in cocktail sauce."

Reasonably priced and easy to prepare, the Snow Crab Leg Queen goes beyond real crab. This premium crab stick will make your dining experience more colorful and enjoyable.

Info: **Nishimoto Trading Co., Ltd.**
New York Branch
602 Washington Ave.
Carlstadt, NJ 07072
TEL. 201-804-1600 / FAX. 201-635-9100

Sugiyo USA, Inc.
3200 T Ave., P.O. Box 468
Anacortes, WA 98221-0468
TEL. 360-293-0180
www.sugiyo.com

From Japan

Eat Potato Chips Gracefully with Grease-Free Fingers

Ms. Yuko Mita was shocked when she discovered that one of her friends ate potato chips with chopsticks. This was just the beginning, however — she soon realized that many more people used chopsticks to pick up potato chips so as not to dirty their fingers. This prompted her to develop **Potatongs** — one of this year's hottest items — for her employer, Tokyu Hands, Japan's leading variety shop. Right after the product was launched at Toyku Hands' Nagoya branch this March, Potatongs spread throughout Japan like wildfire.

The 7.3-inch-long Potatongs come in six colors and cost 399 yen ($4.70) each

Ms. Mita collaborated with kitchen utensil manufacturer, Kawashima Industry Co., Ltd., to design the utensil, which is easy to handle and does not break chips. "I first came up with the idea that tongs would be more convenient than chopsticks, but to find just the right grip, we had to adjust the gripping strength many times," she says. This grip issue led to a somewhat unexpected development: people with less strength, such as seniors and those with injuries, use Potatongs to eat regular food. Tiny protrusions in the middle of the grip keep the tip of the tongs from touching the surface of the table. Potatongs are also eco-friendly because you don't need paper towels to clean your fingers.

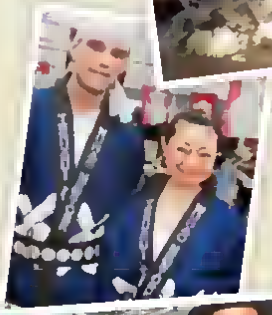
Thanks to the inventive tool, you can now read a book or work on your computer while munching on your favorite snack — without worrying about making a mess.

Info: Fuji Merchandise Corp. (US Distributor) fmcusa@att.net

JAPAN & KOREA BLOCK FAIR

Japanese & Korean Street Festival on Broadway

(bet. 93rd & 94th Sts.)



Oct. 10th Sunday 11am-6pm

Japanese & Korean IKE-MEN (Eye-Catching Men) Contest

1pm & 3pm

* Audience who participate as a judge will win a $100 gift certificate to a high-end hair salon or a skin care salon

Rain or Shine

More info. **www.japanblockfair.com**

*participating companies are subject to change

PARTICIPATING COMPANIES: AKI FRANTIC HEN High Rollers KATADORI LIBE Tozankyo Kyoto Gion The Western Garden Otafuku pecopeco and more!

"DRINK UP!"

An In Depth Look At Japanese Beverages

Sake, Shochu, Beer, Tea, etc.

To help you enjoy Japanese drinks, we provide information on their features, highlighting food pairing.

P8 - SPECIAL SAKE TALK

The more you learn about sake, the more you will love it. Two sake experts offer their guidance to the profound sake world.

P18 - SPECIAL SHOCHU TALK

Though extremely popular in Japan, shochu is somewhat overlooked in the U.S. Two shochu authorities talk about its potential and allure.

FEATURED DRINKS

Muromachi Shuzo Plum Sake / Jizake Tanzan / Bizen Muromachi / Born Muroka Nama Genshu / Bunraku Nihonjin no Wasuremono / Chikuha "Bamboo Blade" / Gasanryu Kisaragi / Gassan no Yuki / Gekkeikan Black & Gold / Gekkeikan Haiku / Gekkeikan Honn / Gekkeikan Zipang / Green River Sake Beyond the Sea / Hakkaisan Tokubetsu Junmai / Kiwami-Daiginjo Muromachi-Jidai / Nanbu Bijin Daiginjo / Nanbu Bijin Tokubetsu Junmai / Nihonjo Gokujo / Sakehitosuji Junbaishu / Tengumai Umajun / Tomoju / Tonyu no Sake / Ura-Gasanryu Koka / Kuromaru / Lento / Hakutake Shiro / Hethachiro / Kappa no Sasoi-mizu / Satsuma Godai / Coedo Beniaka / TEN-CHI CHA

LISTING GROCERY

Photo Images in this feature segment courtesy of Nobutoshi Mizushima, Wasan Japanese Restaurant (http://wasan-ny.com), Datacraft Co., Ltd., DesignEXchange Co., Ltd., Grapac Japan Co., Inc.

Special Sake Talk

The more you learn about sake, the more you will love it. Here two sake experts offer their guidance to the profound sake world.

The First Step to a Wonderful Sake and Food Experience

Chopsticks NY (CNY) *Is there any golden rule for pairing sake and food?*

Tim Sullivan: My golden rule is try it before you make any rules about what pairs with what, what you shouldn't do. So, the number one rule is to just give it a chance and try it. I also encourage people to try pairing sake with western style food or other different styles of foods. A lot of people think that they're locked into just Asian food, or just Japanese food even, so my primary advice for beginners, if they're going to try pairing, is think about maybe a different style of food.

Kenichi Kuno: My advice is also very similar to Tim's. Drink sake with any food because you never know with which it will pair well.

CNY *So you mean that if you are not successful on the first try, don't get discouraged, just keep trying?*

Kuno: Yes, just keep trying. But for people who have never tried sake I would recommend daiginjo*1 grade. That's an easier way to start.

Kenichi Kuno Assistant manager of Nishimoto Trading Co., Ltd., which distributes sake and shochu as well as Asian food products in the U.S. This year, the company launched the "Code1" project to promote sake and shochu culture to the U.S. market. www.nishimototrading.com

CNY. *I think that you are a good example of a non-Japanese who got involved in the sake world and became a connoisseur. Would you share your story?*

Sullivan: Well, my first sake experience was a pairing experience. I had classic sake, Hakkaisan junmai ginjo*2 with sushi, and it was a magic pairing. That experience propelled me into learning more. It was such a good, positive experience that propelled me to learn more, study more, taste more.

CNY *So is premium sake safe for beginners?*

Sullivan & Kuno: Absolutely!

Sullivan: When I teach my classes, many students are in that position, maybe they had some table sake before with a so-so feeling about it and then they have ginjo-shu, junmai daiginjo, and they are so surprised by the taste. And that's the experience I had five years ago, so I think that's a real common experience for American consumers. It costs more but the quality is so much better you really get what you pay for so it could be a really wonderful experience.

Enhance Your Sake Experience with an Experiment Going One Step Further

CNY *Is there any food that you paired with that surprised you?*

Kuno: I had a pairing of pasta with Parmigiano cheese, tomatoes and tomato sauce and ginjo saka. That was really enjoyable. Later on I found that when different types of amino acids blend, they enhance each other and create complex flavors. Cheese, tomato and sake have amino acids, so they go really well together.

Sullivan: I think a really fun pairing is sake with Thanksgiving, particularly with turkey and mashed potatoes and stuffing. And I recommend yamahai-style sake. It has a very full, gamey flavor that I find really stands up to the rich flavors of Thanksgiving dinner. So, that's one of my favorite unusual pairings, yamahai-style*3 sake with roast turkey.

CNY. *Is yamahai good for hot sake? Or not really?*

Kuno: Yes and no.

Sullivan: It depends on the style. Yamahai is a brewing method versus a classification. So the classification that I recommend for hot sake is usually honjozo*4. Honjozo is a fortified style of sake, it usually has more forward alcohol components on the palate and when you heat the sake, it intensifies that warming and the fullness of flavor. So, I recommend honjozo style, I think it's a perfect match. It's got a strong backbone and a good body for warming. You won't lose as much delicacy because it's a stronger flavor to begin with.

Timothy Sullivan: Founder of UrbanSake.com, an extensive online resource for sake information in the U.S. He lectures on sake at numerous seminars and events. In 2007, the Japan Sake Brewers Association Junior Council officially named him "Sake Samurai" for his efforts to promote sake outside Japan.

CNY. *Some people in this country think that hot sake is made with bad sake that is not high quality. Is that a myth?*

Sullivan: Yes, absolutely. I think when premium sake first came from Japan, there was already an abundance of hot sake in the United States and as a reaction to less expensive table sake, people said as a rule, hot sake is bad sake, but now it's more complex than that. Many people enjoy premium sake that's gently warm and it's beautiful, so you really have to take it as a case-by-case basis and I instruct people to use cost as a guide. If sake is a $1 a glass, chances are it's really inexpensive table sake. If your paying more per glass the quality is probably higher and I think it would be okay to experiment with warming. I recommend full-bodied sake in general,

but if you are wondering about quality price is a very good indication of quality in the sake world

CNY: *Suppose a person wanted to buy a bottle of sake and bring it to a party with many people. What would you recommend?*

Kuno: In the summertime maybe I'd bring daiginjo style sake and serve it chilled. In the wintertime when the Japanese enjoy hotpot, I'd bring junmai sake and serve it either chilled or warm.

Sullivan: I recommend ginjo style sake because I find that if you're going to a party you don't know the taste of the people and sometimes you don't know the food, so I like to find something very middle of the road, something that's not too dry, not too sweet. So I recommend a junmai ginjo, which usually has a good balance to it.

CNY: *How about temperature?*

Sullivan: Well, if you're going to a party and if they have other drinks that meant to be kept cold like beer or white wine, then chances are they have some accommodation for keeping things cold and it would just go with that and I always recommend to keep it chilled, but if for some reason it was kept out, a really good sake even if it came up to room temperature would still taste good at room temperature. That's a true mark of quality construction of sake, so I wouldn't be afraid if the sake was coming up to room temperature because it should taste good if it's well crafted, so if I picked a good sake to bring it would taste good in many temperatures.

Kuno: I agree with you. If it's a good sake, it will still taste good even if it gets closer to room temperature.

CNY: *Is there any sake that goes well with desserts? If so, can you give us some examples?*

Kuno: I personally like sweets, and I enjoy ginjo grade sake with some kinds of fruit or sweets like chocolate.

Sullivan: In my case, I recommend maybe some more unusual sake with dessert. For example, I sometimes enjoy ice cream with koshu (aged sake). Koshu can be a dark color, and can taste somewhat like a sherry or cognac. I've actually served koshu over vanilla ice cream as a topping. Another dessert friendly sake is a very sweet nigori. There's some dry nigori*5 that wouldn't necessary be so good with dessert but if you have a really thick, creamy, sweet, cloudy style sake, it can be great with chocolate, cake or lots of things.

What's Next? --Sake Trends in the City

CNY: *Are there any sake trends or movements happening now?*

Sullivan: I see a big trend right now with around ume shu, which is plum sake, and when people hear plum sake, they often think immediately of Chinese plum wine, which is very different, its usually artificially sweetened and sticky and thick, but many premium sake makers are beginning to experiment with plum sake where they take whole plums and soak them right into the sake so it's a natural infusion of plum flavor with no added sugar and lots of delicious sake flavor, not too sweet, well-balanced and natural plums.

CNY: *I see a lot of small sake bottles at restaurants these days. Is this becoming a new trend?*

Kuno: Some restaurants and bars still have big bottles, but not a lot of people are drinking that much sake at a time anymore. So many managers are changing to bottles one size smaller (from 720 ml to 300 ml), which is just the right size so that customers can finish the whole thing with one meal.

Sullivan: Another trend related to bottle size that I've seen starting is the one-cup size, which is very common in Japan where you have a 180ml cup and you peel off the top. There are many beautiful designs and they're all very collectable. I've started seeing more and more of the cup sake coming over here, and I think it's a fun and exciting way to introduce people to sake.

CNY: *How about sparkling sake?*

Kuno: They're becoming popular right now. There are two types, carbonated and natural sparkling. With both, people can enjoy refreshing soda-like bubbles in their mouth.

CNY: *How can we distinguish between the natural sparkling type and the artificially carbonated one?*

Sullivan: In my experience naturally carbonated sake, that does a second fermentation in the bottle, tends to have a gentler bubble. If you have a really strong aggressive bubble, chances are it may be infused with CO2. When I've had naturally fermented in the bottle, it is a much more gentle type of bubble than you might have with even champagne. So when I have that gentle sparkling sensation I'm fairly confident it's a natural fermentation.

Kuno: You can also make the distinction by looking at the label. If the label of a sparkling sake reads "by carbonation," it's artificially carbonated. If nothing is indicated, then it's naturally carbonated.

CNY: *When is the season for namazake*6?*

Sullivan: We'd say late winter or early spring is when the first, freshest springtime namazake comes from Japan. Namazake is unpasteurized style sake and it's very big, bold juicy flavor. It depends but usually around March is when you'll start to see the first fresh namazake come over and then it's available through spring time into the summer until supplies run out.

Kuno: We also carry namazake every season: the freshest namazake is in the early spring, and then after a couple months a kind of aged namazake in a tank comes in the early summer. So here in New York we can enjoy four different seasons of namazake!

SAKE NOTES

*1 **daiginjo** Classification signifying that the sake is made from rice with less than 50% of the original rice grain remaining. The sake in this classification tends to be fragrant and clean.

*2 **junmai** Sake brewed only from rice, water and rice koji, that has had no extra alcohol added during the brewing process. This type of sake tends to keep a solid rice flavor.

ginjo Classification signifying that the sake is made from rice with less than 60% of the original rice grain remaining. Ginjo sake is considered to be higher grade and tends to have a refined taste.

*3 **yamahai** A traditional method of brewing sake that allows for the natural development of lactic acids in the sake, which usually takes over a month. During this period of slow development, the sake is exposed to more airborne yeast and bacteria which add a much fuller flavor.

*4 **honjozo** Sake that has extra alcohol added and is made from rice with less than 70% of the original rice grain remaining.

*5 **nigori** Coarsely filtered sake in which unfermented portions of the rice are left, giving the sake a cloudy white color or chunks of rice floating inside.

*6 **namazake or nama** Unpasteurized sake that retains a fresh, lively flavor. It should be stored cold otherwise the yeast inside will ruin the fresh flavor.

ADVERTISEMENT

A Sake That Condenses the Deliciousness of Sweet, High Quality White Peaches

Okayama Prefecture, located in the southwest part of Japan, is known for producing high-quality white peaches. Shimizu White Peaches in particular are large and juicy with a strong sweetness and considered to be top class, to the extent that one peach can sell for about 2,000 yen ($17.00) at a Tokyo market, for example. A liqueur that uses an abundance of these premium-grade white peaches is made in the city of Akaiwa. Here, the venerable sake brewery, Muromachi Shuzo makes the peach liqueur *Kanjuku Torokeru Shimizu Hakuto-shu* each year.

Ripe Shimizu White Peaches in Akaiwa are so delicate that their sweet juice will drip with just a touch. The brewery staff gently peel the skin off the peaches by hand and remove the pits, quickly measure the weight, and marinate the peaches in sake made from locally grown Omachi-mai rice. "All the employees come together to do this hard work for two weeks, and by the end they barely speak. It's as if they want to say, 'I'm sick of even looking at peaches,'" explains Muramachi Shuzo President Mitsuru Hanabusa. But eight months after this careful and wholehearted work, *Kanjuku Torokeru Shimizu Hakuto-shu* is ready to be served. With one sip, the indescribable, sweet fragrance of white peaches spreads throughout your mouth, and the nectar-like texture of blended fruit coats your throat.

In Japan, sake in which fruit has been soaked, known as "Wa (Japanese) liqueur," is currently very popular. Liqueurs that have clear traceability are receiving great attention from the viewpoint of food safety. For people who want products that are authentic and would rather pay a little more to eat something safe, *Kanjuku Torokeru Shimizu Hakuto-shu* is perfect.

Kanjuku Torokeru Shimizu Hakuto-shu is a limited-edition liqueur that is made only once annually, and this year's preparation just concluded at the end of August. This season the white peaches were particularly sweet, so everyone is eagerly awaiting the shipment of this peach liqueur that condenses the deliciousness of high-quality white peaches.

The Shimizu white peach used in *Konjuku Torokeru Shimizu Hakuto-shu* is the diamond of fruits. It is grown by farmers in Akaiwa with care and heart.

All Muromachi Shuzo's staff carefully handle the white peaches. These intense two weeks are filled with hard work.

Prepared white peaches rest in sake made from Omachi-mai rice for eight months.

Muromachi Shuzo Co., Ltd.
www.sakuramuromachi.co.jp

Info: NY Mutual Trading, Inc.
201-933-9555

PLUM SAKE (UME SHU)

By soaking locally grown, ripe green plums for over one year in junmai sake made from Omachi-mai rice, this plum sake creates a wonderful harmony with the unique flavor of the sake and the sourness and aroma of the plum. This award winning liquor is good as an aperitif as well as to accompany a meal. It is now available in the U.S.

◀ **PLUM SAKE** (Kogane-iro ni Kagayaku UME SHU)
Local green plums soaked in junmai sake to produce a sweet and rich flavor.

YUZU SAKE (Gyutto Teshibon YUZU SHU) ▶
Masterful blend of hand squeezed fresh yuzu juice and junmai sake.

◀ **TOMATO SAKE** (Taiyo no Megumi MOMOTARO TOMATO SHU)
Original flavor produced by the blend of tomato and junmai ginjo sake.

WHITE PEACH SAKE ▶
(Kanjuku Torokeru SHIMIZU HAKUTO SHU)
Nectar-like sweet flavor of white peaches blended into junmai sake.

◀ **PIONE GRAPE SAKE** (Hajikeru amasa PIONE SHU)
Complex aroma and flavor from New Pione variety grape and shochu.

HONEY & GINGER SAKE (Toratora HACHIMITSU SHOGA SHU) ▶
Marriage of sensational spiciness and sweetness.

◀ **GOLDEN PEACH SAKE** (Yuyake-iro no OUGONTO SHU)
Tropical and refreshing tastes from Golden Peaches soaked in shochu.

RED CHILI PEPPER & PLUM SAKE (Pritto TOGARASHI UME SHU) ▶
Locally grown red chili peppers blended into ume shu (plum sake).

Jizake Tenzan Junmai Genshu

It's common knowledge in Japan that places where fireflies live have pure water. The home of Tenzan Sake Brewery is a town known for such refined water that attracts more than 100,000 fireflies during the summer. Jizake Tenzan is crafted with that fine natural water. It is junmai genshu (unprocessed sake without extra alcohol added) which exhibits a full-bodied taste and a mellow aroma. When inhaled, fruity scents capture the senses. When sipped, a bold, brash but well-balanced sweetness assails the palate. Its taste lingers longer than other sake. As it is undiluted genshu, Jizake Tenzan can be enjoyed chilled and even on the rocks.

It complements both strong tasting and subtle meals alike. Rich flavored, meaty dishes go well with it, and dishes like *Gyusuji-Ni (Simmered Beef Tendon)* and *Buri Daikon (Simmered Yellowtail and Daikon Radish)* make an especially heavenly combination. You also can drink it as a dessert sake by pairing it with yogurt cheesecake.

Jizake Tenzan is brought to you wrapped in natural bamboo which functions as a shield for protecting the sake from direct sunlight. Crafted with heart and handled with care, the sake will take you to the blissful state that its name, Tenzan (Mountain of Heaven), signifies.

sweet — dry

TENZAN SAKE BREWRY CO., LTD. www.tenzan.co.jp

Distributed by Wine of Japan Import Inc
973-835-8585

Men is Heart, Sake is Soul

MIYANOYUKI
Tanrei Junmai (300ml)

GOKUJYO
MIYANOYUKI
Honjyozo (500ml)

Fragrant
Light — Rich
Lightly Fragrant
CHILLED

Fragrant
Light — Rich
Lightly Fragrant
ROOM TEMP

Monde Selection
Gold &
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Bizen Maboroshi

Junmai Ginjo

sweet — dry

This junmai ginjo is brewed from the locally grown Omachi-mai rice which produces an exquisite ripe pear-like aroma. Since it can be enjoyed from chilled to lukewarm to slightly warm you can drink it during an entire meal and appreciate each face shown at different temperatures. Its rich flavor accompanies conventional Japanese dishes such as wild vegetable tempura simmered bream and grilled eel, as well as western flavors such as cheese and roast duck.

MUROMACHI SHUZO CO., LTD.
www.sakuramuromachi.co.jp
Distributed by New York Mutual Trading Inc.

Born Muroka Nama Genshu

Junmai Daiginjo

sweet — dry

This unfiltered and unprocessed sake conjures a rich bouquet and robust flavor. The sophisticated and gorgeous taste complements any kind of Japanese dishes, and it especially elevates rich flavored dishes such as fatty tuna sashimi. To enjoy this aromatic and flavorful sake, chill it icy cold for shots, or on the rocks. Some drops of citrus juice also makes this sake a superb cocktail. This award-winning sake has also been served in several international high-ranked banquets.

KATOUKICHIBEE SHOUTEN
www.born.co.jp
Distributed by New York Mutual Trading Inc.

Bunraku

Nihonjin no Wasuremono

Yamahai Junmai

sweet — dry

The crystal clear hard water from the Arakawa River in Saitama Prefecture is known to be highly conducive for brewing sake, and it is what defines the flavor of Nihonjin no Wasuremono. It is clean for yamahai sake and has a rich peach and apricot flavor with a hint of nuttiness. It goes remarkably well with strongly flavored dishes like oysters marinated in olive oil. Its long finish with a nice acidity is terrific for cleansing your palate minimizing the fishiness of oysters.

BUNRAKU CO., LTD.
www.bunraku.net
Distributed by Wine of Japan Import, Inc.

Chikuha "Bamboo Blade"

Junmai

sweet — dry

Kazuma Sake Brewery is located in Ishikawa Prefecture renowned for its prosperous seafood industry, and sake brewed in this region naturally is destined to be paired with seafood meals. Chikuha "Bamboo Blade" is a junmai sake with elegant dryness and when served chilled its sharp edge cleanses your palate making it an ideal choice for white fish sushi and carpaccio. To bring out its mild and full-bodied flavor try it warm. Its soft entry will go delightfully with grilled fish.

KAZUMA SAKE BREWERY
www.kazuma.co.jp
Distributed by Wine of Japan Import, Inc.

Gasanryu Kisaragi

Ginjo

sweet — dry

This medium-dry ginjo sake comes in a chic blue bottle that is a fine representation of its bright and clean flavor. It has a mild entry and fruity fragrance that pairs marvelously with a wide variety of Eastern and Western cuisines, especially complementing sashimi and tofu as well as white fish carpaccio and grilled chicken with garlic pepper. Its sharp finish is also brilliant with spicy meals and Mexican food. Try it with a wide variety of meals to enjoy its versatility.

SHINDO SAKE BREWERY CO., LTD.
www.kurouzaemon.com
Distributed by JFC International

Gassan no Yuki

Junmai Ginjo

sweet — dry

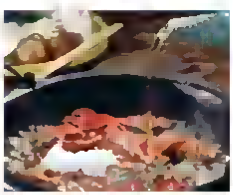
Satiny and dainty on the palate, this sake was awarded Gold in the ginjo category at the U.S. National Sake Appraisal 2010. It is dry with a nice bite and has a notable sweetness reminiscent of ripe melons. To appreciate its delicate quality pair it with lightly seasoned meals like shrimp, crab and white fish sushi as well as tempura garnished with salt. It also accentuates the flavor of plain dishes so try it alongside of salad, steamed chicken or tofu. Best served at around 52°F or above, and 720ml bottle is newly available in the U.S.

GASSAN SAKE BREWERY CO., LTD.
Distributed by Wine of Japan Import, Inc.

Gekkeikan Black & Gold

Tokubetsu Junmai

sweet — dry



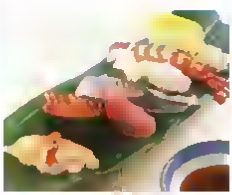
Gekkeikan Black & Gold is a full bodied, rich sake with a smooth and mellow flavor. Carefully brewed using only the finest rice kernels. This sake has the flavor of fresh melon and papaya with just a touch of nuttiness. While it tastes great on its own or with any type of meal, its bold flavor is a perfect match for the rich flavor of teriyaki and sukiyaki. It comes in a traditional tokkuri style bottle, and this versatile sake can be served hot, room temperature or chilled.

GEKKEIKAN SAKE (USA), INC.
gekkeikan-sake.com
Distributed by Sidney Frank Importing

Gekkeikan Haiku

Tokubetsu Junmai

sweet — dry



Produced in Folsom, California, Gekkeikan Haiku is brewed using highly polished local Californian rice and their original patented yeast, combined with the pure water from the Sierra Nevada. It has an uplifting flavor and a light, fruity aroma reminiscent of orchard apples, and slow fermentation at low temperatures gives it a slightly dry flavor and a long, creamy fade that is delightful with lightly flavored meals like sashimi, sushi and poultry dishes. Best served chilled or over ice.

GEKKEIKAN SAKE (USA), INC.
gekkeikan-sake.com
Distributed by Sidney Frank Importing

Gekkeikan Horin
Junmai Daiginjo

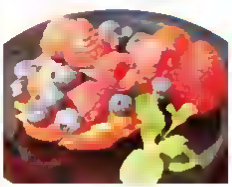
sweet — dry

Gekkeikan Sake has over 370 years and 14 generations of sake brewing experience, and their pristine sake has been the choice of Japan's Imperial Household for almost a century. The entire production of Honn takes place in Kyoto, and carefully selected sake rice is slowly brewed at low temperatures with natural spring water. It has a mild entry with a refreshingly fruity aroma and it makes an excellent companion for lightly flavored meals and seafood, especially raw oysters

GEKKEIKAN SAKE COMPANY, LTD.
gekkeikan-sake.com
Distributed by Sidney Frank Importing

Gekkeikan Zipang
Junmai Sparkling

sweet — dry



Zipang is a single serving bottle of naturally carbonated sake with a low alcohol content. Using their original technique developed at their state-of-the-art facility, it is produced to embody a light and sweet flavor with a clean, refreshing finish. It is fantastic with light appetizers and salad as well as tangy fruits like raspberries. Its clean and crisp flavor also makes it a perfect choice for an aperitif. Served it icy cold to enjoy its maximum flavor.

GEKKEIKAN SAKE COMPANY, LTD
gekkeikan-sake com
Distributed by Sidney Frank Importing

Green River Sake Beyond the Sea
Junmai

sweet — dry

Surrounded by "green" environment rich in clean air and pure water, Green River Sake has been brewing sake for over 130 years in Niigata, Japan. Beyond the Sea is a dry and refreshing sake with a brisk finish, and its smooth entry is attained by undergoing a 25-day fermentation in low temperatures and a 6-month maturation period thereafter. This well-rounded sake is an economical choice that is fantastic with a wide range of meals like smoked salmon, fusion dishes, sushi and teriyaki

GREEN RIVER SAKE
www.greenriversake.com
Distributed by C & R Wine

Hakkaisan
Tokubetsu Junmai

sweet — dry

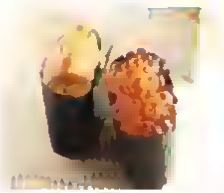
Tokubetsu means "special" in Japanese, and Hakkaisan Tokubetsu Junmai is special in many ways. The key ingredient in this fine sake is the soft water that springs out from Mt. Hakkai, and its purity and naturally balanced mineral contents are what makes the sake extremely smooth and clean. It also has a satisfying dryness that well complements simple yet refreshing meals like white fish carpaccio and shabu shabu. Try it both chilled and warm to discover many flavor combinations

HAKKAISAN BREWERY CO., LTD.
www.hakkaisan.com
Distributed by New York Mutual Trading, Inc.

Kiwami-Daiginjo Muromachi-Jidai

Daiginjo

sweet — dry



Internationally acclaimed, Kiwami Daiginjo Muromachi-Jidai is a full-bodied sake made from Omachi-mai rice, characterized with a robust flavor unique to the rice. It has a delicate pear-like sweet aroma reminiscent of oyster shell or ripe green apple. Enjoy it either chilled, room temperature, or on the rocks. Its delicate but distinctive taste particularly goes well with sweet flavored seafood such as salmon roe, sea urchin, wine infused scallops, and white fish mousse.

MUROMACHI SHUZO CO., LTD.
www.sakuramuromachi.co.jp
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Nanbu Bijin "Southern Beauty"

Daiginjo

sweet — dry

This sake boasts a gorgeous aroma and a rich flavor that strikes a perfect balance on the palate, and it embodies the characteristics of what daiginjo should be. It's an almighty sake that is a great match with any kind of food from appetizers to main dishes. You can easily pair it with steak and if you put yuzu citrus pepper on the side, you can enjoy a refreshing harmony of flavors that you've never tasted before. Best served chilled and slightly colder than room temperature.

NANBU BIJIN BREWERY
www.nanbubijin.co.jp
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Nanbu Bijin "Southern Beauty"

Tokubetsu Junmai

sweet — dry

It gives a hint of tangerine and ripe cantaloupes, and once sipped the full-bodied rice flavor fills your mouth. It's a perfect starter sake, but it's also a great table sake that accompanies your meal until the end since it brings out different attributes as temperature changes from cold to warm. Robatayaki's (charbroiled dish) slightly smoky flavor is exquisite with this sake, so it would be wonderful to have it with a robatayaki course meal to fully enjoy its transforming features.

NANBU BIJIN BREWERY
www.nanbubijin.co.jp
Distributed by New York Mutual Trading, Inc.

Nihonjo Gokujo

Junmai Ginjo

sweet — dry

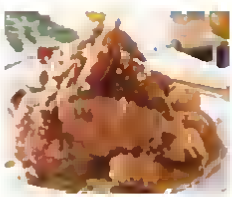
To bring happiness through sake, Yoshimura Hideo Syoten has been brewing sake since 1915. Nihonjo is their oldest and most cherished label produced only in small quantities and Nihonjo Gokujo Junmaishu is rich and clean with a fruity bouquet reminiscent of ripe apples. As you savor the palatable rice flavor, it delightfully fills your palate and melts away all your stress. Its well-balanced flavor is terrific with many Japanese staple meals like sushi, sashimi and yakiton.

K.K. YOSHIMURA HIDEO SYOTEN
www.nihonsyu-oihoojyoo.co.jp
Distributed by JFC International

Sakehitosuji Junbaishu

Plum Sake

sweet — dry



This umeshu (plum sake) is produced by infusing Japanese plums with specially brewed pure junmai sake. It is light and dry compared to other plum sake because the natural sweetness from these plums minimizes the need for sugar additives. While its assertive plum flavor is excellent as an aperitif, the clean finish also counteracts superbly with the richness of oily dishes like karaage (deep fried chicken) yakitori and simmered fish. Serve it chilled or with crushed ice.

TOSHIMORI SAKE BREWERY CO., LTD.
www.sakehitosuji.co.jp
Distributed by Wine of Japan Import, Inc.

Tengumai Umajun

Junmai

sweet — dry

Brewed in its newly developed original method, Tengumai gives a brilliant balance of flavorfulness and dryness. This makes it a perfect drink for robatayaki style smoky seafood and grilled meat as well as miso- or shoyu-flavored full-bodied dishes such as hot pots and simmered dishes. Its beautiful golden color will arouse your appetite, also. Although this sake can be enjoyed at any temperature, a slight warming to 105-120°F particularly brings out the best flavor of Tengumai.

SHATA BREWERY
www.tengumai.co.jp
Distributed by New York Mutual Trading, Inc.

Tomoju

Junmai Ginjo

sweet — dry

"The holy trinity" of good sake is great water, premium rice and a skillful brew master. Aiyu Sake Brewery utilizes all three and is a rare brewery that still employs a hands-on traditional brewing method. Tomoju is one of the top selling sakes in its class and its smooth flavor with a fresh aroma of grapes adds a pleasant tartness that matches delightfully with a wide array of dishes like agedashi tofu (deep fried tofu), omelet with a tangy tomato sauce as well as ratatouille.

AIYU SAKE BREWERY CO., LTD.
www.aiyu-sake.jp
Distributed by JFC International

Tonyu No Sake

sweet — dry

Tonyu No Sake debuts as a new concept sake from Asabiraki. Literally translated "soymilk sake", it is the perfect marriage of junmai sake and organic soymilk. This rich and creamy sake is packed with all the nutrients of soymilk and is not only tasty but also healthy for you. With just the right amount of sweetness, it goes superbly with spicy food and chocolate. It contains only 8% alcohol, so this is a sake for sake novices as well as those who like to try something new.

ASABIRAKI CO., LTD.
www.asabiraki-sake.jp
Distributed by JFC International

Ura-Gasanryu Koka

Honjozo

sweet — dry

This remarkably aromatic sake with a fresh succulent taste was awarded a trophy at International Wine Challenge in 2009. It is a honjozo grade sake that possesses the refined flavor of daiginjo, and its subtle elegance makes it an ideal choice for lightly seasoned Japanese meals such as grilled chicken or simmered vegetables. It also has enough body to embrace Italian cuisine like pasta with tomato sauce and lamb chops. Serve it chilled or at room temperature.

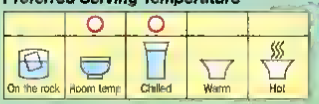
SHINDO SAKE BREWERY CO., LTD.
www.kurouzaemon.com
Distributed by IFC International

JIZAKE SPECIAL SELECTION

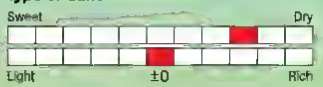
KAIUN 開運 *Junmai Ginjo*
(Shizuoka: Doi Brewery)

Named with the hope that the village will prosper, this pure ginjo sake is brewed with a well-known 'Take Tenjin-Jo' spring water utilizing years of brewing experience. It is mellow and clean with a wonderful aroma and flavor.

Preferred Serving Temperature



Type of Sake



Restaurants serve **KAIUN**
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Special Shochu Talk

Though extremely popular in Japan, shochu is somewhat overlooked in the U.S. Here, two shochu authorities talk about its potential and allure.

A Variety Of Flavors and Depth

Chopsticks NY (CNY) *Many restaurants in the U.S refer to shochu as Japanese Vodka, but what is shochu exactly?*

Yamamoto: Well, I guess shochu and Vodka are similar, but Vodka is a spirit using corn and other starchy ingredients that goes through a multiple distillation process. Then that product is filtered with activated carbon from white birch that creates that clear, non-smelling beverage. I guess types called koryu shochu*1 would be somewhat similar in taste, but there is another kind of shochu called otsuru shochu*2 which is like Scotch Whisky and Bourbon in that it only goes through a single distillation process. This type of shochu is also called honkaku shochu. Many ingredients like barley, rice, buckwheat, sweet potato, and other grains can be used for this type of shochu, and since the distillation process is kept simple, unique flavors from base ingredients remain in the drink.

CNY *What's the allure of Shochu?*

Kaaai: I have to say, it's the temperature range. Like Japanese sake that can be enjoyed chilled, room temperature, or warmed, shochu is also one of those unusual drinks that can be enjoyed at various temperatures. When I go on my sales visits, I start out asking my customers, "Do you like hot beer?" and people usually give me a puzzled look. That's how I get into explaining shochu.

Yamamoto: In other words, there are a variety of ways to enjoy it. You can drink it straight, on the rocks, mixed with water or hot water, and even as a cocktail. It's great any time, any place, and for any occasion. And because you can dilute it, even people who have a low tolerance to alcohol can enjoy it. Though tax law requires Koryu Shochu to be below 36% and Honkaku Shochu to be below 45%. Most shochus are 25%, so by mixing water or hot water, it brings it down to 8-10%, so it's a bit lower than Japanese sake which is at about 15-16%. Also, shochu makers typically use local produce, so it goes with its local foods.

Kosei Yamamoto: Deputy President of New York Mutual Trading Inc., distributor of Japanese food and kitchen items. While working at Takara Shuzo, a prominent alcoholic beverage provider, he founded Takara Sake USA, Inc. in 1982, and he also contributed to the shochu booms in Japan. In 2009, he launched the Japanese Culinary Center in Manhattan, New York.
www.nymtc.com

Clean Tasting Shochu Gaining Popularity

CNY *Japan is experiencing an unprecedented Shochu boom.*

Yamamoto: Japan has actually experienced a shochu boom in the past as well.*3 This one is the third phase of the boom which started in 2000, and in the last ten years the shochu industry has been experiencing a rise in sales. In turn the sales of Japanese sake had dropped, finally being beaten by shochu sales in 2003, which was unheard of in Japan before. At the center of all that is honkaku shochu, the kind that is made in the traditional single distillation method that retains the taste of its base ingredient, giving each bottle a unique flavor. When it comes to Honkaku Shochu, rice is rice, barley is barley, and potato is potato, and you can enjoy the taste of the ingredient itself. I think it's because of that pursuit for realness that honkaku shochu is in the background of the third wave of the shochu boom.

Traditionally, shochu was made with atmospheric distillation*4, but recently a new method called reduced-pressure distillation*5 was introduced, which is designed to eliminate the harsh smell of the ingredients. So today's potato shochu does not have a harsh smell. This made the beverage very popular amongst women. I think this was also a contributing factor to the popularity of honkaku shochu. Although, I personally like the stinky kind. (laugh)

Kaaai: You're right. A lot of the makers that are distributing their shochus to America today are emphasizing that they use reduced-pressure distillation. So it's easier for Americans who are not accustomed to the harsh smell of traditional shochu. That's an important selling point. But it does leave a lot of people like Mr. Yamamoto who enjoy that traditional aroma, feeling a little cheated.

Shinichi Kanai: Liquor marketing manager at JFC International, Inc., a company specializing in Asian food item distribution. He is a certified wine sommelier and was in charge of wine distribution before he started focusing on sake and shochu marketing.

The Art Of Drinking Shochu

CNY *What advice do you have for shochu beginners?*

Kaaai: First, try mixing it with one of your favorite drinks, if it's too tough to get right into it. Another way is to try mixing it with hot water. This is a bit like aroma therapy. You can use the aroma that comes out of the cup to relax. It's a little wasteful to use it just for that but... (laugh) Also, I found this out while being at many sake events in America, but when an American customer asks for dry sake, and I do, they

always ask for something drier When I give those customers a taste of shochu, they all say "Yes, this is nice and dry " So, maybe a good way of looking at it is that it's a dry Japanese beverage that goes with Japanese food

Yamamoto I think one should distinguish the koryu shochu from the honkaku shochu. koryu shochus usually have no smell, and you can have it straight with shiso (Japanese basil) or even mix it with milk, and you can really drink it any way you want to But when it comes to honkaku shochu, there s the aroma of its base ingredient If you re not used to these aromas, I would try out a shochu that's based on an ingredient you like If you don't have a high tolerance for alcohol, you can dilute it with water and if you like it strong you can drink it straight or on the rocks This way you can still enjoy its unique aromas So start with an ingredient you like

Kaaai That s a really good idea Shochu is made from so many kinds of ingredients, so even if you run into a kind that you don't like, you shouldn't give up there I wouldn't want our shochu to be judged based upon one kind of shochu If you try a few, you'll find one you like

CNY *Are there any new ways of drinking shochu these days?*

Yamamoto I don't know if you would call this a new way, but you can put a 25% to 35% shochu in the freezer Because of its high alcohol content, it won't freeze, but after 5 or 6 hours, it will have a syrupy texture You pour that in a shot glass and cover it with a slice of lemon and sugar on top Leave it for a few minutes, and then you bite into the sugar sprinkled lemon, and chase it with the syrupy cold shochu There is nothing better than this In Russia, they drink Vodka like this, called Nikolaschka I suppose you can call this a Shochu Nikolaschka

Kaaai I discovered this by accident, but I prepared a 5 5 mixture of shochu and water but that night I was tired and went right to bed My friend saw this and kept a wrap on it for the following day, and when I drank it the next day the mixture was much smoother

Yamamoto That's how potato based shochus were traditionally enjoyed Typically it's 6 (shochu) 4 (water) or 5 5, and you leave it for about two days The shochu and water blends together Then you put that in a Kurojoka*6 and warm it to your liking, but usually around 107°F

Shochu Brings Out The Flavor Of Food

CNY *Do you have any advice on pairing?*

Yamamoto First thing to consider is that shochu itself doesn't have that much of a taste, though it's not tasteless Instead, it has aroma Because it doesn't have much taste, it doesn't get in the way of food It brings out the taste of cuisine Each shochu does have a unique aroma so there are certain shochus that go better with certain foods In general, shochu goes with the local food from where it is produced

As for good pairings, a potato based shochu would probably go with fried fish cakes kakiage (mixed ingredient tempura) tempura fried chicken, pickled vegetables, and misodengaku (baked ingredient with miso) Rice Shochu uses 100% rice for the koji as well as its base ingredient, so it's usually mild and smooth It goes with foods like furofuki daikon (simmered daikon with miso) sashimi pickled cucumbers and seaweed Barley based shochu usually has a refreshing taste and is typically dry with a nuttiness from the barley It goes well with white fish like snapper, flounder, or even a beef carpaccio As for soba (buckwheat) shochu the best way to drink that is to simply mix it with the sobayu (water that boiled the soba noodles) It's the best. It would go wonderfully with stir-fried pork with ginger

Kaaai I was in the wine business for a long time, and I have always struggled with pairing wine and fish But with shochu, there is no such problem Shimasaba (mackerel in vinegar) and wine would never work, but with shochu and shimesaba the sweetness of both comes together and it's just fabulous Just adding to Mr Yamamoto's pairing recommendations, brown sugar based shochu is very fruity and has a sweet aroma, so it would be good with maybe grilled chicken with a sweet sauce.

The Future of Shochu in America

CNY *Some people believe that in order for shochu to gain popularity here, it should be incorporated into the cocktail culture Any thoughts on this?*

Yamamoto When you use honkaku shochu in cocktails you lose the natural richness of the aroma that it already has When you use it unwisely in cocktails I think that it will take away from the tradition of shochu, so I would not recommend going this route When it comes to otsuru shochu, no problem, though As long as we could explain how shochu is made and what the feature is, I think that it will catch on with the American people

I want to incite a shochu boom here in America The key to Japanese sake's success in America was the fact that you could drink it hot. There just isn't a culture here to drink hot alcoholic beverages When mixing shochu with hot water, the aroma of the base ingredient comes out more pronounced, and it's also a very unique way to drink an alcoholic beverage, so I think it's the best way to promote shochu to the American public

SHOCHU NOTES

***1 Koryu** This category of shochu is obtained via a multiple-distilling method for alcohol by volume of less than 36% It is often called white liquor and used as a base of cocktails and infused liquors

***2 Otsuru** This category of shochu is obtained via a single-distilling method for alcohol by volume of less than 45% Since it's distilled once this type of shochu keeps the flavor of its base ingredients Also called "honkaku shochu "

***3 & 4** These two distilling methods are used for obtaining the desired flavor by playing with different boiling points While the atmospheric distillation is conducted under normal pressure where the boiling point is 100°C reduced pressure distillation is conducted under reduced pressure, which enables boiling at about 50°C Shochu obtained via the latter can reduce excess flavors of ingredients

***5 Shocha boom in Japan**

The first wave of the shochu boom came around 1970, when oyuwari (a ratio of 6 otsuru shochu to 4 hot water) swept nationwide followed by the rise of white liquor (koryu shochu) The second wave came in the 80s with the chuhai (koryu shochu with mixers) boom, where koryu shochu consumption soared, especially among the younger generation The third and current wave as discussed in the article features otsuru shochu

***6 Kurojoka** A flat, teapot-shaped shochu pot made of ceramic Used for serving sweet potato shochu oyuwari (shochu with hot water)

How to make "mizuwari" and "oyuwari"

Although the materials used are the same mizuwari (shochu with cold water) and oyuwari (shochu with hot water) have completely different flavors The way they are made also differs To make mizuwari, first pour shochu into a glass and then add cold water In the case of oyuwari first pour 60°C (140°F) hot water into a glass and then add shochu to it. The order of pouring causes natural convection in the glass, so slowly blend the two materials to give the drink a wonderful flavor

ADVERTISEMENT

The Joy of Pairing Kuromaru with Food

The sweet potato base shochu, Kuromaru, boasts a clean, refreshing flavor with a subtle, elegant sweet potato aroma. It is great accompaniment for food, but in order to learn why and how we interviewed some food experts. Here they share how it can be paired with food, and give you hints as to how it can be incorporated into your dinner plans.

Pairing Food 1: Kushiage

Azusa Restaurant in midtown is packed with customers who crave authentic Japanese cuisine and sushi. Manager Robert Y. Abe recommends Azusa's specialty *Kushiage* (fried breaded skewered dishes) to pair with Kuromaru.

"Kuromaru nicely washes down the oiliness of *Kushiage*, leaving a refreshing hint of sweet potato flavor." Going back and forth between Kuromaru and *Kushiage* is a cool way to enjoy shochu.

Azusa Restaurant
3 E. 44th St. (bet. Madison & 5th Aves.) New York, NY 10017
TEL. 212-681-0001

Pairing Food 2: Izakaya Dishes

Izakaya Ten, a popular Japanese pub in Chelsea, carries 20 brands of shochu, and it sees the popularity of Kuromaru rising among its clientele. "Kuromaru is very light and not overly sweet potato-ish. It would go really well with anything that has 'umami' (flavor)'—from *Spicy Cucumbers with Bonito Flakes* to *Yakitori* to *Baked Squid Legs*," says owner Lannie Ahn. They also hold events, Shochu Tuesday and Shochu Happy Hour, where you can get $20 off a bottle of shochu.

Izakaya Ten
207 10th Ave. (at 22nd St.)
New York, NY 10011
TEL. 212-627-7777
www.izakayaten.com

Pairing Food 3: Yakiniku (Japanese Style Barbecue)

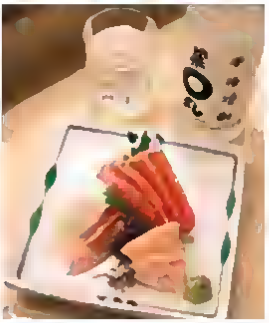
"Clean yet still holding a distinctive sweet potato flavor, Kuromaru is the kind of shochu that both beginners and connoisseurs can enjoy," says Joji Uematsu, manager of Gyu-Kaku Midtown, a popular destination for yakiniku.

"Kuromaru goes perfect with, yakiniku in general, but it's a particularly good match for *Gyuhire no Tataki*, Black Angus beef tender loin that is slightly seared with special sauce and garlic chips."

Gyu-Kaku Midtown
805 3rd Ave., 2nd Fl. (at 50th St.), New York, NY 10022
www.gyu-kaku.com

Pairing Food 4: Sashimi

Serving the highest quality sushi and sashimi, Sushiden has been valued for decades. The restaurant carefully selects beverages for pairing with its delicate dishes, and Kuromaru is one of the finest selections. Executive sushi chef and manager Masayuki Nakano says, "Subtly flavored fish might be overpowered by the characteristic aroma of sweet potato shochu, but fatty tuna would keep a good balance." He chose Blue Fin Tuna, Amberjack, and King White Salmon to complement *Kuromaru*'s body and clean finish.



Sushiden 6th Avenue
123 W. 49th St. (bet. 5th & 6th Aves.)
New York, NY 10020
TEL. 212-398-2800 / www.sushiden.com

Pairing Food 5: Desserts

The tofu-themed dessert bar, Kyotofu, features not only Japanese style desserts and light meals but also shochu and sake pairing with their offerings. Owner Nicole Bermensolo explains, "Kuromaru is smooth, delicate, and easy to drink even though it's sweet potato based. I find that it goes great with our desserts, Tofu Cheesecake and Chocolate Souffle in particular."

Kyotofu
795 9th Ave. (bet. 48th & 49th Sts.), New York, NY 10019
TEL. 212-974-6012
www.kyotofu.com

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Lento Brown Sugar Shochu

The brown sugar shochu Lento boasts a refreshing aroma, clean flavor and smooth feel. It's distilled at a small tropical island located 235 miles south of mainland Japan which produces an abundance of sugarcane. The local climate contributes to giving the shochu a sweet but crisp flavor, but what makes this shochu unique is its aging technique called "onkyo jukusei." The shochu is aged for three months in a cellar where classical music is played, and the sound vibrations from the music allow the components of the shochu to blend smoothly and mature slowly in a relaxed way just as its name suggested. Accordingly Lento bears both the energy of the southern island and the elegance of refined arts.

Lento can accompany any kind of dish from light to full-bodied, as it does not interfere with their taste but rather cleanses the palate and even complements them. It's best appreciated as *mizuwari* (diluted in cold water) and on the rocks, but recently people in Japan have started pairing mizuwari Lento with sushi and enjoying a medley of flavors. It also makes an amazing match with sweets, especially rich flavored desserts like chocolate cake. Have fun exploring pairing your favorite foods with this versatile shochu.

AMAMI OSHIMA KAIUN BREWING CORP. **www.lento.co.jp** Distributed by JFC International 718-456-8805

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Brewed from the finest rice and mineral rich water, Hakutake Shiro is a vibrant rice based shochu profound with a clean and silky entry followed by a refined fruity fragrance. Its delectable rice essence brings out the flavors in any accompanying meal and it particularly complements rich oily dishes like tempura and sukiyaki. Also it cleanses your palate nicely when enjoying Chinese staple dishes like shredded beef with peppers in oyster sauce and shrimp with spicy chili sauce. While the flavor most comes alive when served on the rocks squeezing a slice of lemon or any citrus fruit will add an extra punch of freshness.

TAKAHASHI SHUZOH CO., LTD

www.hakutake.co.jp

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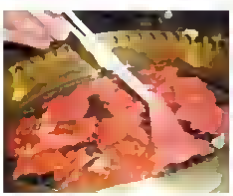
Heihachiro

Sweet Potato Shochu



This authentic shochu is brewed using carefully selected Miyazaki Beni Kotobuki sweet potatoes and black malt. Named after Heihachiro Oshio, a renowned samurai who led the revolution to save starving people in 1837, it carries Oshio's spirit characterized by a bold and persistent flavor. With the exceptional palate of honeydew marmalade and hazelnut, it makes a great companion for yakitori and yakiniku with teriyaki sauce as well as BBQ. The flavor transforms according to how it's served, so enjoy the subtle changes from elegant and sweet with warm water to sharp and clean on the rocks.

KYOYA DISTILLER & BREWER CO., LTD.

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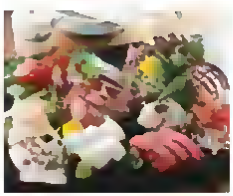
Kappa no Sasoi-mizu

Sweet Potato Shochu



Kappa no Sasoi-mizu is an award winning shochu from Kyoya Distiller founded in 1834. Their shochu is brewed utilizing a traditional method which supports the natural fermentation process of the ingredients. Two strains of organic sweet potatoes are slowly brewed in their 800-liter pots to achieve a soft, gentle entry with a great depth of flavor. A wonderful fragrance of hazelnut, walnut, orange peel and pineapple titillates your senses and it pairs wonderfully with traditional Japanese cuisines like sushi, sashimi and robata grill dishes. Serve it chilled straight or on the rocks to enjoy the fine flavor at its best.

KYOYA DISTILLER & BREWER CO., LTD.

www.kyo-ya.com

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Satsuma Godai

Sweet Potato Shochu

Located in the northwestern part of Kagoshima Prefecture, Yamamoto Shuzo Distillery has been producing premium liquors since 1912. Satsuma is the former name of Kagoshima, and this traditional Satsuma shochu, characterized by a bold and powerful flavor, is brewed from locally harvested sweet potatoes and fine water from the sacred Mt. Kanmuridake. Because of the single-distillation process used in making this shochu, it boasts the delicious essence of its ingredients. When served with hot water at around 150°F it shows off many layers of elegant flavors complementing yakitori with salt or tare sauce superbly.

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FOCUS ★ CULTURE

THE MAGIC OF HOW "KOBO" AND "KOJI" AFFECT SAKE

It always amazes me to think that sake is made from only a few ingredients, yet it has such a variety of flavors and aromas. I knew that the quality of the rice and water that go into it plays a huge role in its taste, but at a recent sake tasting and lecture I was able to learn about how the other two ingredients, yeast (*kobo*) and rice kernels with mold (*koji*), affect the sake making process. This event was held at the **Japanese Culinary Center** and hosted by Mr. *Kosuke Kuji*, the fifth generation brewer of Iwate Prefecture based **Nanbu Bijin Brewery**. He captivated the audience with his extensive sake knowledge, and I came away with a greater appreciation for this complicated drink.

Creating sake requires three important processes, the first of which is koji making. This occurs by sprinkling koji-kin, a mold used to break down starch into sugar, on steamed rice that has been cooled and partially dried. The next step is to add water to the koji and rice and put it in a tank before introducing kobo, which will begin digesting sugars and converting to alcohol. The final step in the process is for the resulting mixture, or mash, to undergo what is called "double parallel fermentation." With this fermentation style, the koji within the mixture converts starch to sugar at the same time the kobo converts sugar to alcohol, a process unique to sake.

With all this talk about technique, we were ready to try the sake that Mr. Kuji had brought from his brewery. The first was a tokubetsu junmai that utilized two types of kobo, both designated as "national kobo" (There are over 3000 kinds of kobo, but only 18 receive this title). Kuji described the first (#9) as "a country bumpkin with a backbone," a strong yeast which needs to be balanced out by the second (#18), which is more aromatic and elegant and "NYC style." #9 had a banana aroma, whereas #18 was apple or mango, so together they created a fairly fruity sake that kicked off our sampling. The next sake, a daiginjo, was purely #18. Even though it was made from the same rice as the previous sake, it was more floral in flavor due to the difference in kobo, which really determines the flavor. The daiginjo was also sweeter than the tokubetsu junmai, and Kuji explained that this is due to its koji-kin. "Sweetness comes from the way in which the enzymes break down the sugar during the sake making process, and this is part of the craftsmanship that the brewmaster employs."

The third sample was all koji, making it a rich, bigboned sake that packs a punch. It has a distinctive brown color which can become as dark as soy sauce over time. Ideally it goes best with meat, whereas the first two are more suited for sushi/sashimi. Personally I found it a little strong compared to the lightness of the previous two.

The last sake was a true treat, as it was a type that has not yet been released here in the States. It was a pink *ume shu* (plum wine) made from junmai sake and plum, to which no sugar had been added. For me this was the most delicious of the four, and a nice break from the sweetness of typical ume shu which can sometimes be cloying. Kuji calls this his "miracle ume shu" due to the fact that it is only 7% glucose and low calorie, and says that it is perfect for heavy foods with mayonnaise and meat.

I had never tried such a wide variety of sakes at one time before, and with this experience came a newfound respect for the special techniques involved in making them. I feel like some of the mysteries of the sake brewing world have been revealed to me, and I will enjoy my next glass of sake even more as a result of knowing what was behind its creation.

—Reported by *Stacy Smith*

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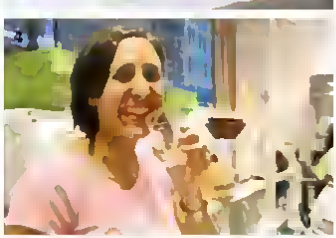

1 Mr. Kuji regales the audience with everything they ever wanted to know about sake making. **2**. The koji-kin sprinkled on steamed rice. **3**. The four sakes sampled were a tokubetsu junmai, a daiginjo, an all koji and an ume shu. **4**. The author enjoying the unprecedented sugar free ume shu.

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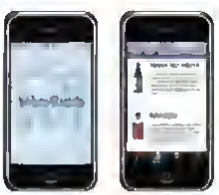

142 brands of sake, shochu, and Japanese beer
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Search brand by distributor
Check sake events in NY

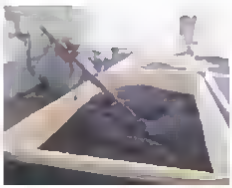
Check at www.sake-guide.com

Introducing Ready-to-Drink Packages of Japanese Detox Tea; TEN-CHI CHA

ECO VITA

Detoxifying your body from the inside helps to promote your self-healing system but detox methods sometimes require a complicated process. What if you could remove toxins by just drinking herb tea in place of your morning coffee refreshments at your office desk or thirst-quenching drinks at your sports club? TEN-CHI CHA a tea supplement containing a blend of 12 herbs will solve this problem. Introduced in the U. S. last year in a loose-leaf type it is now available in a ready-to-drink package (12oz [355ml]).

The principle ingredient of TEN-CHI CHA is dokudami (houttuynia cordata), which Japanese use as a healing herbal tea. Nutritional studies have shown that the quercitrin found in the dokudami leaf and the isoquercitrin in the plant positively impact the capillaries and can aid in reducing the hardening of the arteries. These detoxifying effects result in generating beautiful skin and constructing good immune systems.



TEN-CHI CHA, literally translated from the Japanese as "Heaven and Earth Tea," is made from plants of the highest quality and manufactured in a highly regulated environment.

Unlike other dokudami-based herbal teas, it does not have a strong and bitter taste and is very easy to drink. Blending dokudami with other healthy ingredients such as sicklepod, kumazasa persimmon, hardy rubber tree, nomame, senna, Chinese boxthorn, loquat, lindera, mulberry, large-fruited adlay, and shiso gives the tea a roasted taste. The new plastic bottle type TEN-CHI CHA is formulated with Vitamin C and it has a clean, refreshing and light flavor. As you drink, you feel as if the herbs are permeating your body.

It contains zero caffeine, zero sugar and zero calories, so you can add it to your diet without any worry about side effects. It can be used to control your health condition easily at a reasonable price. Find bottles of TEN-CHI CHA at the grocery stores listed below.

Where to Buy "Ready-to-Drink TEN-CHI CHA"

Mitsuwa, Katagiri Market, JAS Mart, Panya, Sunrise Mart SoHo, Sunrise Mart East Village, Daimobu, M2M, Silo Café, Daido, Nijiya, Fuji Mart, Integrate Yoga Foods, St. Marks Market

ECO VITA

ECO VITA
www.tenchicha.com / TEL. 1-877-343-6534
info@ecovitausa.com

JAPAN POP QUIZ

Among the following Japanese novelists, who has won the Nobel Prize in literature?

1. Haruki Murakami
2. Yukio Mishima
3. Yasunari Kawabata
4. Shusaku Endo

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CHOPSTICKS NY

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November (10/29/10) & December (11/26/10)

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- Papular gift items
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- Top 10 Japanese favorite gifts

For ad inquiries, contact **212-431-9970 Ext. 130 or 102**
or **omori@trendpot.com** or **yuiwasaki@trendpot.com**

House Tofu with Tomato & Herb Sauce

More Recipes:
house-foods.com

INGREDIENTS (Serves 4)

- 1 (14 oz) package House Foods Organic Tofu Firm
- 2 tsp thyme
- 2 Tbsp fresh basil, chopped
- 1 medium tomato, chopped
- 2 Tbsp olives, chopped
- ½ cup sherry vinegar
- ¾ cup olive oil

USE THIS!

HOW TO COOK!

1. Cut Tofu into 4 pieces.
2. Grill or sauté Tofu until golden brown on both sides
3. Mix all remaining ingredients in a small bowl
4. Pour the sauce from the small bowl into the pan and over Tofu
5. Cook together for 1 minute. Serve hot.

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Let's Eat the Season

-Mushrooms-

As we enter the heart of autumn, the bounty of the season — chestnuts, persimmons, pears, apples, grapes — makes us hungry. Although mushrooms are in stores all year round, they are ingredients that embody the essence of the autumn harvests. Shiitake, shimeji, enoki, maitake, and matsutake mushrooms are all commonly used in Japanese cooking. Each variety of mushroom is distinctive: some are savory, some are aromatic, and some have unique textures. There are many dishes that take advantage of each mushroom's special qualities, but here Misako-sensei teaches us how to enjoy all the flavors from various types of mushrooms in one dish, Grilled Mushroom Medley. Wrapped in foil, the mushrooms steam themselves as they bake, creating an exquisite aroma that wafts up to your nose when you open the foil. Soy sauce really adds a kick to this subtly flavored dish. Appreciate the harmony of mushrooms that comes with autumn.

Grilled Mushroom Medley

[INGREDIENTS] (serving: 2)

- ❒ 3 cups assorted mushrooms: shiitake, giant oyster mushrooms, and shimeji mushrooms (feel free to use other mushrooms of your choice)
- ❒ 1 tablespoon butter
- ❒ 1 tablespoon soy sauce
- ❒ 1 tablespoon sake
- ❒ Salt and pepper to season
- ❒ Lemon and scallions as garnish

[DIRECTIONS]

1. Preheat the oven to 400°F.
2. Clean mushrooms by cutting off stems and lightly brushing off any dirt with a mushroom brush or paper towel.
3. Cut giant oyster mushroom into 2-inch-wide pieces and then slice them thinly lengthwise.
4. Slice shiitake and separate shimeji mushrooms by hand.
5. Place 3 cups of mushrooms on aluminum foil.
6. Drizzle sake and soy sauce and scatter butter, cut into 3 to 4 pieces, on top. Sprinkle salt and pepper.
7. Fold foil in half and seal edges tightly.
8. Put into pre-heated oven and bake for 15 minutes.
9. Open foil carefully and serve with lemon and scallions and/or shichimi chili pepper.

Tip: This popular izakaya treat is a great way to enjoy some exotic mushrooms from the farmer's market! You can add seafood or top the mushrooms with cheese.

MISAKO SASSA *Japanese cooking instructor/food consultant*
Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients
TEL: 646 269 9513
Website: Japaneseculinarystudionyc.com
Cooking video: nylpage.com

Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

Coupon available at www.chopsticksny.com

GROCERY

M2M B'way & 114th
2935 Broadway (bet. 114th & 115th St.) 212-280-9600 — Japanese

Dainobu
129 E. 47th St. (bet. Lexington & 3rd Ave.) 212-755-7280 — Japanese

Katagiri & Co., Inc.
224 E. 59th St. (bet. 2nd & 3rd Ave.) 212-755-3566 — Japanese

Yagura
24 E. 41st St. (bet. 5th & Madison Ave.) 212-679-3777 — Japanese

H Mart Han Ah Reum
25 W. 32nd St. (bet. Broadway & 5th Ave.) 212-695-3283 — Korean

Woorijip
12 W. 32nd St. (bet. 5th Ave. & Broadway) 212-244-1115 — Korean

Japan Premium Beef
57 Great Jones St. (bet. Bowery & Lafayette) 212-260-2333 — Other

JAS Mart
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) 212-420-6370 — Japanese

M2M E. Village
200 E. 11th St. (at 3rd Ave.) 212-353-2699 — Japanese

Sunrise Mart Astor Pl.
4 Stuyvesant St. 2FL (E. 9th St. & 2nd Ave.) 212-598-3040 — Japanese

Pearl River Mart
477 Broadway (bet. Grand St. & Broom St.) 800-878-2446 — Chinese

Sunrise Mart SoHo
494 Broome St. (W. Broadway & Wooster) 212-219-0033 — Japanese

Tonjin Mart
91 Mulberry St. (bet. Canal & Bayard St.) 212-962-4522 — Japanese

Family Market
29-15 Broadway (bet. 29th & 30th St.) 718-956-7926 — Japanese

H & Y Marketplace
150-51 Northern Blvd. Flushing 718-461-1911 — Korean

H Mart Northern Blvd.
141-40 Northern Blvd. (Parsons & Bowne) 718-350-0700 — Korean

H Mart Union St.
23-02 Union St. (at 29th Ave.) 718-445-5056 — Korean

H Mart Williston Park
400 Hillside Ave. Williston Park, NY 11596 516-639-0270 — Korean

H Mart Woodside
55-19 Woods de Ave. (55th & 60th St.) 718-446-0756 — Korean

Sakura-ya
73-05 Austin St. (bet. Ascan Ave. & 73rd Rd.) 718-268-7220 — Japanese

H Mart Great Neck
495 Great Neck Road Great Neck NY 11021 516-482-3113 — Korean

Nara Japanese Foods
160A Main St. Port Washington, NY 11050 516-883-1896 — Japanese

Shin Nippon Do
69 Manhasset Ave. Port Washington, NY 11577 516-625-1614 — Japanese

DAIDO
522 Mamaroneck Ave. White Plains NY 914-683-6735 — Japanese

DS Seafood
14-16 North Central Ave. Hartsdale NY 10530 914-946-8065 — Japanese

Fuji Mart Scarsdale
616 White Plains Rd. Scarsdale NY 10583 914-472-1468 — Japanese

H & Y Marketplace
478 Pleasantview Rd., Hackensack 516-835-4041 — Korean

Kam Sen Foods
22 Harkan Ave. White Plains NY 10601 914-428-4500 — Korean

NIJIYA Market
18 N. Central Ave. Hartsdale, NY 10530 914-949-2178 — Japanese

Oishinbo
253 Halstead Ave. Harrison, NY 10528 914-835-4330 — Japanese

Fuji Mart
1212 E. Putnam Ave. Riverside, CT 06878 203-698-2107 — Japanese

J-Mart
15 Orange St. New Haven CT 06510 203-782-1234 — Japanese

Family Market NJ
10 Franklin Tpk. Waldwick, NJ 07463 201-444-5133 — Japanese

H & Y Marketplace
433 S. Washington Ave. Bergenfield 201-384-6286 — Korean

H Mart Cherry Hill
1720 Marlton Pike Cherry Hill, NJ 08003 856-489-4611 — Korean

H Mart Englewood
25 Lafayette Ave. Englewood, NJ 07631 201-871-8822 — Korean

H Mart Little Ferry
260 Bergen Tpke. Little Ferry, NJ 07643 201-814-0400 — Korean

H Mart Ridgefield
321 Broad Ave. Ridgefield, NJ 07657 201-943-3900 — Korean

Mitsuwa Marketplace
595 River Rd. Edgewater, NJ 07020 201-941-9113 — Japanese

Ridgewood Fisheries
30 Prospect St. Ridgewood, NJ 07450 201-670-0682 — Japanese

Maido
341 N. Narberth Ave. Narberth, PA 19072 610-747-0557 — Japanese

Tokyo Japanese Store
5615 Ellsworth Ave. Pittsburgh, PA 15232 412-661-3777 — Japanese

SAKE

Gotham Wines & Liquors
2517 Broadway (bet. 93rd & 94th St.) 212-932-0990 — Sake/Shochu

Nancy's Wine
313 Columbus Ave. (bet. 74th & 75th St.) 212-877-4040 — Sake/Shochu

Garnet Wine
923 Lexington Ave. (bet. 68th & 69th St.) 212-772-3211 — Sake/Shochu

Mister Wright
1593 3rd Ave. (bet. 88th & 90th St.) 212-722-4564 — Sake/Shochu

Ambassador Wine
1020 2nd Ave. (at 54th St.) 212-421-6078 — Sake/Shochu

Benkman Liquors
500 Lexington Ave. (bet. 47 & 48th St.) 212-753-5857 — Sake

Landmark wine
167 W. 23rd St. (6th & 7th Ave.) 212-242-2323 — Sake/Shochu

MJK liquor
181 3rd Ave. (bet. 15th & 16th St.) 212-475-9169 — Sake/Shochu

Union SD Wine
140 4th Ave. (at 13th) 212-675-6100 — Sake/Shochu

LEDU WINES
600 Washington St. (at Leroy St.) 212-924-9999 — Sake

Astor Wine
399 Lafayette St. (at 4th St.) 212-674-7521 — Sake/Shochu

SAKAYA
324 E. 9th St. (bet. 1st and 2nd Ave.) 212-505-7253 — Sake/Shochu

Warehouse Wines
735 Broadway (at W. 8th St.) 212-982-9770 — Sake/Shochu

East Village Wine
189 Stanton St. (bet. Clinton & Attorney) 212-358-7700 — Sake

Grapyatte Wine
151 Grand St. (bet. Crosby & Lafayette St.) 212-925-1236 — Sake/Shochu

New York Wine EX.
9 Broadway (bet. Morris & Battery Pl.) 212-422-0222 — Sake/Shochu

Heights Chateau
123 Atlantic Ave. Brooklyn, NY 11201 718-330-0963 — Sake/Shochu

Smith and Vine
256 Smith St. (bet. Douglass & Degraw) 718-243-2964 — Sake

Delite Super Market
420 Washington St. Hoboken, NJ 07030 201-420-7600 — Sake/Shochu

JAPANESE WHOLESALER

Palcowong Trading Co., Inc.
628 10th Ave. New York, NY 10036 212-245-4640 — Sake

JFC International Inc.
40 Varick Ave. Brooklyn, NY 11237 718-456-8805 — Food/Sake

Central Boeki U.S.A., Ltd.
55-30 46th St. Maspeth, NY 11378 718-723-8968 — Food

Daini Trading Co., Inc.
14-60 128th St. College Point, NY 11356 718-539-6100 — Food/Sake

New York Mutual Trading Inc.
25 Knickerbocker Rd. Moonachie, NJ 07074 201-933-9555 — Food/Sake

Nishimoto Trading Co., Ltd.
602 Washington Ave. Carlstadt, NJ 07072 201-804-1800 — Food/Sake

Wine of Japan Import, Inc.
235 West Parkway Pompton Plains, NJ 07444 973-835-8585 — Sake

Robert Parker rated 91 points
Kotsuzumi
Junmai Daiginjo
"Rojo Hana Ari" "Bloom on the path"
It is well constructed, refined and boasts all the elements of flavors you would want in an artisanal sake. Enjoy the luxurious experience!
—— Yasuyuki Suzuka
Round, soft and big mouth-feel with a touch of matured texture. Delicate acidity adds another charm in creating a complex yet highly sophisticated sake
—— Seju Yang
15 East
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Tel: 212-647-0005
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ADVERTISEMENT

Cooking Japanese Dishes with kikkoman Products

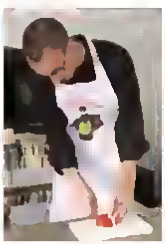
Tomoko Kuroda-Swenson
New York based private chef cooking both Japanese and western cuisine

Japanese cooking is not as hard as you might think. With the help of Kikkoman's seasonings and panko (Japanese bread crumbs), you can be an excellent chef without any hassle. To prove this, Chopsticks NY readers Marc and Susan try three Japanese dishes that together make an easy and delicious meal!

Marc and Susan Hamaker

Tomato and Seaweed Salad (Serves 2 people)

- ☐ 1 vine tomato ☐ Iceberg or romaine lettuce
- ☐ Shiso leaves to garnish (cilantro can be used as substitute)
- ☐ 1/4 cup dried wakame seaweed
- ☐ White sesame seeds to garnish ☐ 1 tablespoon grape seed oil
- ☐ 1 tablespoon Kikkoman Ponzu Sauce



① Cut lettuce and wash.
② Shred shiso leaves
③ Cut tomato into 6 to 8 pieces
④ Soak dried seaweed in bowl of water and drain.
⑤ Toss lettuce and shiso leaves and place in bowl.
⑥ Arrange tomato and seaweed.

⑦ Mix Kikkoman Ponzu Sauce and grape seed oil and pour on salad
⑧ Sprinkle white sesame seeds on top

TIP!

For a refreshing salad dressing, use less oil or use a light-flavored oil, such as grape seed oil.

Kikkoman Ponzu Sauce has both citrus and soy sauce flavors, so you can make salad dressing just by adding oil. Dried wakame seaweed also adds a Japanese twist to the salad.

Tonkatsu (Serves 2 people)

- ☐ 1/2 lb. pork loin ☐ 1 egg
- ☐ 2 tablespoons all-purpose flour
- ☐ 1/2 cup Kikkoman Panko Bread Crumbs
- ☐ Vegetable oil for frying
- ☐ Shredded cabbage (served on side)
- ☐ Kikkoman Tonkatsu Sauce to taste

① Cut pork loin into 1/2-inch-thick pieces
② Place all-purpose flour, cracked egg and Kikkoman Panko Bread Crumbs on separately for breading
③ Dust pork with flour and dip in egg and then panko.

④ Fill non-stick pan 1 inch deep with vegetable oil
⑤ Deep-fry breaded pork at 350°F. Once browned, turn over.
⑥ Take pork out of pan and place on paper towel to drain oil
⑦ Cut into bite-sized pieces and arrange on plate with shredded cabbage on the side
⑧ Enjoy with Kikkoman Katsu Sauce.

Kikkoman Panko Bread Crumbs are crunchy and this gives food a crunchy and crisp texture after being deep-fried. Sweet and sour Kikkoman Katsu Sauce is not only the best partner for tonkatsu but is also a good dipping sauce for any finger food.

Yaki Udon (Sautéed Udon Noodles) (Serves 1 person)

☐ 1 pack boiled udon noodles ☐ 1 cup cut cabbage
☐ 1/2 cup sliced onion ☐ 1/3 cup shredded carrot
☐ 1 piece abura-age (fried tofu)
☐ 1 teaspoon Kikkoman Oyster Sauce
☐ 1 teaspoon Kikkoman Soy Sauce
☐ Bonito flakes to garnish ☐ 1 tablespoon vegetable oil

① Cut cabbage into bite-sized pieces slice onion and shred carrot.
② Blanch abura-age and cut it into bite-size pieces.
③ Warm and loosen udon noodles in boiling water and drain.

TIP!

Soak udon noodles in boiling water for a while so as not to break them while warming and loosening them.

④ Place vegetable oil in non-stick pan and saute cabbage and onion first and then add carrot and abura-age.
⑤ Once the vegetables are done, add udon and toss.
⑥ Mix Kikkoman Oyster Sauce and Soy Sauce well.
⑦ Pour the mixed sauce on udon and stir.
⑧ Remove from heat, arrange udon on plate, and sprinkle with bonito flakes.

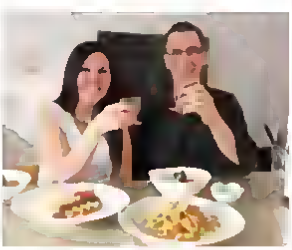
Since Kikkoman Oyster Sauce is full of umami (savoriness), it adds body to this dish. Its thick and rich texture complements the slippery udon noodles.

All recipes introduced in this advertorial are courtesy of Tomoko Kuroda Swanson.

DINNER IS SERVED!!

Susan: I can't believe how easy it is to make pork tonkatsu. The panko from Kikkoman locked the juices into the pork, so the meat was incredibly tender and not dry at all. Also, using Kikkoman Ponzu Sauce in the salad dressing added a robust flavor to a simple salad. I was always intimidated by certain Japanese dishes, but now that I realize how easy they can be, I won't hesitate to try them out in my own kitchen.

Merc: I'll admit that I was a bit skeptical when I was told oyster sauce was going to be added to the Yaki Udon. But Kikkoman Oyster Sauce was the perfect ingredient to add flavor and rich texture to the noodles and vegetables. I'm a huge fan now. I'm looking forward to my wife making these dishes for me in the future.



Japanese Cooking at Home with kikkoman

New additions to your kitchen shelves from Kikkoman

Seasoned Rice Vinegar

Seasoned Rice Vinegar is versatile and milder than other vinegars. A hint of sweetness comes from its main ingredient, glutinous rice, and the well-balanced acidity is an excellent flavor addition to Asian cuisine and beyond. Use this savory seasoned rice vinegar in many types of dishes everyday.

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Higher in acidity than other types of vinegar, Rice Vinegar can be used in place of wine vinegar or lemon juice. With zero fat and no calories, it is a healthy way to add flavor to your dishes and the best choice for sweet and tangy dishes, salad dressings and pickled vegetables.

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Katsu Sauce

Tangy, sweet and full of flavor, it is made from a special blend of fruit, vegetables and soy sauce. It is made without MSG, and low in calories.

Ponzu Lime

Something new and exciting for lime lovers. Ponzu Lime makes an excellent marinade for skirt steak, shrimp fajitas and any dishes that call for a little hint of fresh lime.

Oyster Sauce
Green Label

It is packed with the same delicious essence as the Red Label but does not contain any M.S.G. This is a savory oyster sauce for the health conscious.

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2010 Summer Immersion Workshop for High School Students — Japanese Cuisine 101: *Washoku*

This intensive culinary summer camp presented by the Gohan Society and the Japan Society lets students' talents shine.

Young people are open to new things and absorb them so quickly. This past August, the Gohan Society and the Japan Society presented "Japanese Cuisine 101: *Washoku*," a summer immersion workshop for high school students to learn about Japanese culinary culture. Twenty-four students participated in the eleven-day workshop and took an in-depth look at the multifaceted cuisine and culture of Japan with a special emphasis on the nutritious aspects of Japanese cuisine, health, and well-being.

During the first week, students learned about the seasonality of food and the importance of quality ingredients and presentation as well as dining etiquette/manners through demonstrations by professional chefs and participation in basic cooking sessions. They examined the history of Japanese cuisine, ranging from traditional food to dishes for special occasions to various Japanese adaptations of cuisines from abroad. Also, students went on field trips designed to enhance their knowledge of various Japanese dishes. They visited a variety of Japanese culinary venues and facilities, observing tofu preparation at a factory of House Foods America Corporation and watching frozen tuna being sliced at True World Foods, for example.

In the second week, students moved one step further and took hands-on cooking lessons. They tackled rolled sushi (maki-zushi); soba noodles; healthy recipes using tofu, miso paste, and soy sauce; and Japanese sweets (wagashi) under the guidance of professional chefs and culinary experts.

One student revealed why she took the program: "I love Japanese culture and cooking, so I just wanted to add something to what I cook." Another student summarized her experience, saying, "I learned how to be more health conscious about what I'm eating and living."

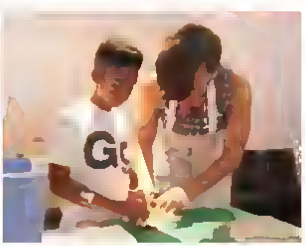
To conclude the program and exhibit the students' progress, a reception for family and friends was held at Astor Center, where guests could enjoy Japanese dishes, tea, and sweets prepared by the chefs and students. A mother of one student exclaimed, "I'm very proud of her and happy that she joined this program. It's a good educational experience for her and me as well as a chance to try good food at home!" Ms. Saori Kawano, founder of the Gohan Society said, "It would be great if this program serves as a good introduction for young high school students to develop their interest in Japan more and expand their world."

The Gohan Society
301 W. 57th St., #3C, New York, NY 10019
TEL 212-385-3550 / www.gohansociety.org

Time Line

▲ Students prepare food for the reception. The rice for onigiri (rice balls) is steaming hot (left). For dessert, they make daifuku (mochi rice cake with red bean paste inside, right).

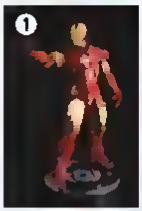
▼ Tofu Dengaku (tofu with miso paste sauce on top), one of the students' favorite dishes, is introduced by Chef Lee Ann Wong



▲ Two weeks ago they were beginners, but now they are the teachers at the reception.

Special Survey on Anime & Manga School in Japan

Answer the Survey & **Get Anime/Manga Goods**

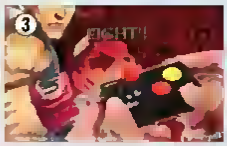


Iron Man Figure (1)
Courtesy of Kotobukiya

KOTOBUKIYA
www.KotoUS.com

Gundam Astray Red Frame Kai Figure (1)
Courtesy of Gundam Planet

Gundamplanet.com
www.gundamplanet.com



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Street Fighter IV Fight Pad Action Voice Key Chain (7)
Courtesy of Strap-Ya

www.strapya-world.com

Gacha Gacha Toy (7)

Enter before October 20th

Please tell us what you think about anime and manga school in Japan.

Q1. Would you like to study animation or comics to build your career?
a) Yes b) No c) Currently studying animation/comics at school
Those who chose "a" or "c", move to **Q2**
Those who chose "b" move to **Q7**

Q2. Would you like to study anime and manga in Japan?
a) Yes b) No
Those who chose "a", move to **Q3**
Those who chose "b" move to **Q7**

Q3. What kind of major are you interested in?
a) Anime b) Manga c) Game d) Character Design
d) Other ( )

Q4. What kind of program are you interested in?
a) Short-term program (ex. Summer program, Spring seminar)
b) 1 year program
c) Degree program requiring more than 2 years
d) Credit transfer system
e) Other ( )

Q5. What are your concerns when choosing an anime and manga school in Japan? (choose as many as may apply)
a) Program b) Tuition c) Location
d) Affiliated language program
e) Other ( )

Q6. How do you get information about schools in Japan?
a) Internet
b) Reference at schools and from teachers
c) Reference at Japanese organizations
(ex. Japan National Tourist Organization, tourist bureaus)
d) Word of mouth
e) Other ( )

Q7. Where would you like to visit when you travel around Japan?

_____

_____

_____

Q8. List 3 anime or manga titles you like.

1. _____

2. _____

3. _____

Please share your personal information with us.

Name _____

Age
a) 14 & below b) 15-19 c) 20-24 d) 25-34
e) 35-44 f) 45 & over

Gender a) Male b) Female

Occupation (optional) _____

Email address _____

Item number of the prize you would like to get: _____

*The prize winners will be notified via email by October 30th

Three Ways to Answer the Survey

❶ Go to www.chopsticksny.com/survey.php ❷ Fax to 212-431-9960 ❸ Email to survey@chopsticksny.com

CHOPSTICKS NY

BARBECUE / JAPANESE

NEW Red & Black

250 E. 52nd St. (bet. 2nd & 3rd Aves.) New York, NY 10022
TEL: 212-826-4255
Mon-Fri: 12-2:30pm, 5:30-11:30pm Sat: 5:30pm-1am

Most people already know shabu shabu, but "yaki shabu" is a style that has gained popularity in Japan the last couple of years. Riki Hashizume, owner of midtown hotspot Izakaya Riki, foresees yaki shabu as becoming the next inception of "Cool Japan" after ramen, manga and sushi. He has decided to introduce it to New Yorkers at his new restaurant **Red & Black**. To appreciate the essence of yaki shabu, you take the thinly sliced meat used in shabu shabu and cook it over a flame for 5-10 seconds until the meat becomes juicy. Just add the sauce of your liking and the meat melting in your mouth is culinary perfection. Hashizume prides himself on providing his customers with the highest quality meat which can be enjoyed with "awa (bubble) ponzu" or barbecue sauce, and tartar and hot sauce are also available upon request. Also, when you order a main dish and sake, you receive three complimentary appetizers. As the name of the restaurant suggests, the black walls have traditional Japanese hanafuda (playing cards) adorning them and inset areas with black pottery pieces accented by red lights. Enjoy the newest flavor in the city in this chic environment!

YAKI SHABU

"While cooking the meat, when you see it change color and its juices bubbling up that's the best time to flip it over. It cooks quickly so be careful not to over-grill." Hashizume advises. Besides their signature yaki shabu, they serve regular barbecue and shabu shabu as well as creative Izakaya dishes.

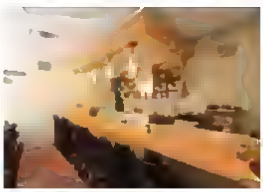
3 Best Sellers

- **Kobe beef rib eye $18**
- **Kobe beef short rib $18**
- **Beef tongue $11**

SUSHI / JAPANESE

Sasabune

401 E. 73rd St. (bet. York & 1st Aves.) New York, NY 10021
TEL: 212-249-6583
Tue-Fri: 12-2pm, 5:30-10pm Sat: 5:30-10pm



The sign outside the Japanese restaurant **Sasabune** gives you an indication of what you are in for. "No Spicy Tuna, No California Roll." Clearly this is not your typical sushi joint. When you enter, you see a sign reading "Today's special. Trust me." Here sushi is only served in the style of omakase, meaning you let the sushi chef decide what to give you. Your sushi adventure at Sasabune starts by putting yourself in the well-trained hands of owner/sushi chef Kenji Takahashi and sushi chef Hiroshi Usui. The rice in Sasabune's sushi is warm, something that is a first for most people. He and Usui carefully consider the tastes of each customer and create an eating experience tailored to each one. The omakase course consists of a first portion of sashimi, followed by 12-18 pieces of sushi as well as traditional makimono. Sushi is served two pieces at a time so it can be savored while it is warm. Sasabune has no miso soup or dessert, though it does have seven types each of beer and sake. It may be an acquired taste in terms of its style, but once you put yourself in the hands of Takahashi and Usui you won't regret it!

APPETIZER ASSORTMENT

Depicted above is a combination of the first portions of two different omakase courses, featuring clockwise from bottom left: squid wrapped around blue crab meat, octopus, Kumamoto and Kushi oysters, orange clam and abalone. Put yourself in the sushi chef's masterful hands and enjoy!

3 Best Sellers

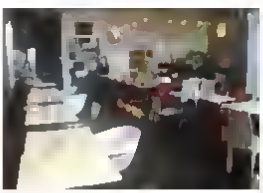
- **Toro (fatty tuna) MP**
- **Uni (sea urchin) $6**
- **Watarigani (blue crab roll) $6.50**

SUSHI / JAPANESE

Linn Japanese Restaurant

29-13 Broadway Astoria NY 11106
TEL 718-204 0060 / www.linnrestaurant.com
Lunch Wed-Sat 12-3pm Dinner Sun-Thu 5-11pm Fri Sat 5pm-1am

Nothing can be more fitting than an authentic Japanese restaurant with a modern twist in Astoria, Queens, whose inhabitants are predominantly Greek fish-eaters. Since opening in the neighborhood in 2008, **Linn Japanese Restaurant** has enjoyed applause both locally and from across the river To enjoy the dining experience most, take a bar seat and watch Chef Shigenon Tanaka (formerly of MASA) treating seafood as if they were rare gemstones. He turns them into gorgeous jewels while you sip a glass of exquisite sake. His jewels sparkle not only to your eyes but also to your taste buds. Let's sample the best sashimi in town, which includes creamy fatty tuna, day-boat local fluke with engawa (the thin muscle of the dorsal fin), sardines from Japan's Inland Sea, amazingly soft fresh octopus from Hokkaido, and more. Chef Tanaka knows exactly how to handle fish to draw the best flavor Thanks to his expertise, you can tell the subtle difference of the taste between each fish while your tongue dances to the medley of different fish flavors. However, sashimi is a mere greeting here Don't be shocked when you find over 130 fresh and creative entries on the menu



SASHIMI OMAKASE

The seafood ingredients vary season to season Daredevil foodies should definitely try the fresh octopus once. Madai, or red snapper gives you an unparalleled pleasure of texture while yellowtail has a fresh crunchiness.

3 Best Sellers

- **Pork Belly** $7
- **Chirashi (Sushi)** $22
- **Yellowtail Cheek Salt** $12

RAMEN / JAPANESE

Ramen Takumi

90 University Place (bet. 11th & 12th Sts.) New York, NY 10003
TEL 212-228-2752
Mon-Sun 11 30am 11pm

As ramen specialty restaurants flourish in New York, the city boasts the name of "Ramen capital of America." **Ramen Takumi**, which debuted last year on vibrant University Place, has more than 20 kinds of ramen dishes to amuse ramen lovers. The manager/chef Hwal Kim, a native Korean and formerly a commercial film director, opened the place after a hard training at a popular ramen house. He believes, "What counts in ramen is a subtle balance of soup, noodle and toppings None of them should overwhelm the others." Try his signature Miso Ramen The soup is hearty yet never too heavy On top of the chicken broth, which is boiled from scratch for 8 hours, Kim adds a specific type of bonito flakes called Soda-bushi to give it a complex flavor Then, he adds two different miso pastes, a smooth one from Japan and a crunchy Den-Jang (Korean miso). The thin flat noodle provides just enough crunchiness to complement the soup Homemade, double-grilled pork belly on top is amazingly soft and juicy, and its grill mark gives a smoky flavor with a touch of crispness As the name Takumi, or master or craftsmanship suggests, here you can enjoy Kim's sensitive innovation

MISO RAMEN

Manager/chef Kim constantly explores new flavors and refines them. His recent perfection is the Miso Ramen that employs an authentic ramen-making technique and skillfully blends Japanese and Korean ingredients. He tops it with cabbage which adds a natural sweetness and goes well with the miso flavor.

3 Best Sellers

- **Shio Ramen** $9 95 (D) / $8 95 (L)
- **Miso Ramen** $11 50 (D) / $10 50 (L)
- **Shio Tsukemen** $10 95 (D) / $9 95 (L)

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available
Open for Lunch
M Tu W Th F Sa Su Day Close
Delivery
Family Dining
Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

Coupon available at **www.chopsticksny.com**

Upper West

Akai Sushi Lounge — Upper West
507 Columbus Ave (bet. 84th St & 85th St) 212-362-6200 — $18

Bar Masu — Upper West
Time Warner Ctr., 10 Columbus Cir., 4th Fl 212-823-3900 — $69 Su L

Dan Japanese Restaurant — Upper West

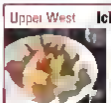
Serving affordable Japanese dishes for $20 or less in the heart of Lincoln Sq. for over 30 years. Our sushi chef Mr. Miyata and the dining chef Mr. Hara are both native Japanese and have been satisfying our patrons with delicious meals for over a decade.

2015 Broadway (at 69th St.) 212-877-5255 — $20

Guri — Upper West
370 Columbus Ave. (bet. 77th & 78th St.) 212-362-4918 — $80

Haru — Upper West
433 Amsterdam Ave (bet. 80th & 81st St.) 212 579-5655 — $35

Ichie Japanese Restaurant — Upper West



Enjoy sushi and 10 kinds of daily appetizers by their Japanese chef. Their seafood is fresh from Fulton Market, and the menu includes unique items like Ichie Special Chirashi. Call for delivery availability.

53 W 10th St (bet. Central Pk W & Columbus) 212-865-4982 www.chopsticksny.com/ichie — $20

Kitara — Upper West
510 Amsterdam Ave (bet. 84th & 85th St.) 212-787 9009 — $18

Kouzau — Upper West
445 Amsterdam Ave (at 83rd St.) 212-280-1088 — $25

Kumo Sushi — Upper West
165 W 72nd St (Amsterdam & Columbus Ave) 212-580-5228 — $30

Muma Sushi — Upper West
237 Dyckman St. (Broadway & Rivers de Dr) 212-544-0003 — $25

Mana Organic Cafe — Upper West
646 Amsterdam Ave (bet. 91st & 92nd St.) 212 787 1110 — $20

Masu — Upper West
Time Warner Ctr. 10 Columbus Cir. 4th Fl 212-823-3600 — $400 Su

Matsu — Upper West
483 Columbus Ave (bet. 83rd & 84th St.) 212-799-7922 — $20

Momoya Amsterdam — Upper West
427 Amsterdam Ave (bet. 80th & 81st St.) 212-580-0007 — $35

Next Door — Upper West
813 W 187th St. (Pinehurst & Fort Washington) 212-543-2111 — $25

Ozu — Upper West
586 Amsterdam Ave (bet. 87th & 88th St.) 212-787 9316 — $20 L

Pluuet Sushi — Upper West
380 Amsterdam Ave (Corner of 78th) 212-712-2162 — $25

Saga Grill — Upper West
126a Amsterdam Ave. (bet. 122nd & 123rd St) 212-666-2999 — $25 L

Suji's — Upper West
258 W 109th St. (bet. Bway & Amsterdam) 212-749-1834 — $20 L

Sumu Sushi — Upper West
954 Amsterdam Ave (bet. 107th & 108th St.) 212-280-5858 — $25

Sun-Chou — Upper West
2707 Broadway (bet. 103rd & 104th St.) 212-749-5008 — $25 L

Sushi A-Go-Go — Upper West
1300 Broadway (bet. 83rd & 84th St.) 212-724-7340 — $20

Sushi Hana — Upper West
466 Amsterdam Ave (bet. 82nd & 83rd St.) 212-874-1078 — $35

Sushi Yu 2 — Upper West
827 W. 181st St. (bet. Pinehurst & Cabrini) 212-781 9833 — $25

Tamaya — Upper West
4030 Broadway (at St. Nicholas Ave.) 212-568-0038 — $35

Tanzau — Upper West
285 Columbus Ave (bet. 73rd St. & 74th St.) 212-580-7300 — $32

Vine Sushi & Sake — Upper West
2953-55 Broadway (bet. 115th & 116th St.) 212-222-3568 — $20

Upper East

Aki Sushi — Upper East
1425 York Ave (bet. 75th & 76th St.) 212-628-8825 — $30

Akita — Upper East
1771 1st Ave (bet. 91st & 92nd Ave.) 212-828-9068 — $25

Donguri — Upper East
309 E. 83rd St. (bet. 1st & 2nd Ave.) 212-737 5659 — $54 M

East Japanese — Upper East
354 E. 65th St. (bet. 1st & 2nd Ave.) 212-734-5270 — $22

Fuji Yama — Upper East
1466 1st Ave (bet. 76th & 77th St.) 212-249-2722 — $30

Gusha — Upper East
33 E. 61st St. (bet. Park & Madison Ave.) 212-813-1112 — $61 Su

Ginza — Upper East
900 Lexington Ave (at 62nd St.) 212-888-7898 — $20

Haru — Upper East
1327 3rd Ave (at 76th St.) 212-452 1026 — $30

Haru Saka Bar — Upper East
1323 3rd Ave (at 76th St.) 212 452-9230 — $38

Hokkundo — Upper East
1817 2nd Ave (at 94th St.) 212-289-1502 — $25

Ichiro — Upper East
1084 2nd Ave (bet. 57th & 58th St.) 212-906-4300 — $30

Ikeuchana — Upper East
1016 Lexington Ave (bet. 72nd & 73rd St.) 212-737-8639 — $25

Iron Sushi — Upper East
355 E. 76th St. (bet. 1st & 2nd Ave.) 212-772 7680 — $28

Isohuma — Upper East
1696 3rd Ave (bet. 93rd & 94th St.) 212-828-0059 — $35 M

Iwusaki Sushi — Upper East
1103 1st Ave (bet. 59th & 61st St.) 212-308-6828 — $25

Kuo Sushi — Upper East
1280 1st Ave (bet. 68th & 69th St.) 212-396-2754 — $25

Ko Sushi (2nd Ave.) — Upper East
1325 2nd Ave (at 70th St.) 212-439 1678 — $31

Ko Sushi (York Ave.) — Upper East
1613 York Ave (bet. 85th & 86th St.) 212-772-0838 — $31

Koito Sushi — Upper East
310 E. 53rd St. (bet. 1st & 2nd Ave.) 212-421-1216 — $30

Kyoto Sushi — Upper East
1240 Lexington Ave (bet. 83rd & 84th St.) 212-288-5024 — $30

Matsu — Upper East
411 E. 70th St. (bet. York & 1st Ave.) 212-744-5454 — $30

Mr. Ginger — Upper East
1572 2nd Ave (bet. 81st & 82nd St.) 212-396 1188 — $33

Naruto Ramen — Upper East

Our signature NARUTO RAMEN is a soy broth based noodle soup topped with boiled eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also available. Enjoy any ramen for $6.50 on Mondays and GYOZA for $2.50 on Wednesdays.

1598 3rd Ave (bet. 89th & 90th St.) 212-289 7803 — $10

Ooki Sushi — Upper East
1675 3rd Ave (bet. 98th & 99th St.) 212-828-3386 — $35

Poku — Upper East
343 E. 85th St. (bet. 1st & 2nd Ave.) 212-249-0569 — $30 Su

Sasabuue — Upper East
401 E. 73rd St. (bet. 1st & York Ave.) 212-249-8583 — $85 M Su

Shabu-Shuhu 70 — Upper East
314 E. 70th St. (bet. 1st & 2nd Ave.) 212 861-5635 — $37

Sushi Hana — Upper East
1501 E. 2nd Ave (at 79th St.) 212-327-0582 — $30

Sushi of Guri — Upper East
402 E. 78th St. (bet. 1st & York Ave.) 212 517-6340 — $80

Sushi Seki — Upper East
1143 First Ave (bet. 62nd & 63rd St.) 212-371-0238 — $57 Su

Sushi Suki — Upper East
1577 York Ave (bet. 83rd & 84th St.) 212-249-3766 — $20

Tatani 72 — Upper East
1400 2nd Ave (bet. 72nd & 73rd St.) 212-472 1700 — $20

Tenzan — Upper East
1714 2nd Ave (at 89th St.) 212-369-3600 — $35

Tariyaki Boy — Upper East
1640 3rd Ave (bet. 91st & 92nd St.) 212-987 7150 — $7 L

Tokubei 86 — Upper East
314 E. 86th St. (bet. 1st & 2nd Ave.) 212-628-5334 — $25

TORI SHIN — Upper East
1153 1st Ave (bet. 64th & 65th St.) 212-888-8400 — $70 Su

Totoya — Upper East
1144 1st Ave (at 63rd St.) 212-753-0422 — $25

Tsuki Restaurant — Upper East
1410 First Ave. (bet. 74th & 75th St.) 212-517-6800 — $25

Wujimu — Upper East
134 E. 61st St. (bet. Lex. & Park Ave.) 212-613-9065 — $40 Su

Wasabi Lobby — Upper East
1584 2nd Ave (at 82nd St.) 212-988-8632 — $30

YUKA Restaurant — Upper East
1557 2nd Ave (bet. 80th & 81st St.) 212-772-9675 — $25

Yuko — Upper East
1531 York Ave (at 81st St.) 212-988-5900 — $75

Midtown West

Aki Sushi — Midtown West
366 W. 52nd St. (bet. 8th & 9th Ave.) 212-262-2828 — $30

Aoki — Midtown West
234 W. 48th St. (bet. Broadway & 8th Ave.) 212-956 2356 — $30

Bamboo 52 — Midtown West
344 W. 52nd St. (bet. 8th Ave. & 9th Ave.) 212-315 2777 — $18

Benihana — Midtown West
47 W. 56th St. (bet. 5th & 6th Ave.) 212-581-0930 — $30 L

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1407 Broadway (bet. 38th & 39th St.) 212-894-1405 — $8 Su

Blue Ribbon Sushi — Midtown West
308 W. 58th St. (bet. 8th & 9th Ave.) 212-397-0404 — $61

East 55 — Midtown West
253 W. 55th St. (bet. Broadway & 8th Ave.) 212-581 2240 — $20 Su

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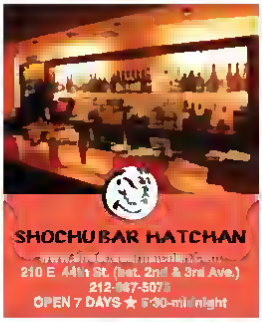
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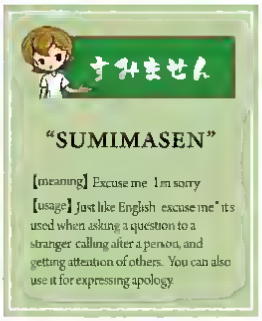
すみません
"SUMIMASEN"
[meaning] Excuse me I'm sorry
[usage] Just like English "excuse me" it's used when asking a question to a stranger calling after a person, and getting attention of others. You can also use it for expressing apology

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Sat 5pm-10pm (Dinner)
www.hatsuhana.com
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212.661 3400
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5:30pm-10pm (Dinner)
www.hatsuhana.com

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750 9th Ave (at 51st St.) $20 L
212-459-2289

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212-730-5555 www.gogocurryusa.com

Midtown West **Haru**
205 W 43rd St (bet. Broadway & 7th Ave) $35 L
212-398-3810

Midtown West **Hayashi Ya**
857 9th Ave (bet. 55th & 56th St) $14 L
212-258-2999

Midtown West **Inukuyu**
520 8th Ave (at 40th St.) $45 L
212-354-2195

Midtown West **Iroha**
152 W 49th St (bet. 6th & 7th Ave) $20 L
212-398-9049

Midtown West **Ise 56**
58 W 56th St (bet. 5th & 6th Ave) $20 L
212-707-8702

Midtown West **Ishihama**
318 5th Ave (at 32nd St.) $25 L
212-290-0202

Midtown West **Katsu-hamu 55**
43-45 W 55th St (bet. 5th & 6th Ave) $18 L
212-541-7145

Midtown West **Rodeme 45**
301 W 45th St (bet. 8th & 9th Ave) $20 L
212-582-9065

Midtown West **Roi**
40 W 40th St (5th & 6th Ave) $60 L
212-921-8330

Midtown West **Ryotofu**
705 5th Ave. (bet. 48th & 49th St.) $25 M L
212-974-5012

Midtown West **Menchunko-Tei**
43-45 W 55th St (bet. 5th & 6th Ave) $18 L
212-247-1585

Midtown West **Meaku-Tei**
60 W 56th St (bet. 5th & 6th Ave) $20 L
212-757-1942

Midtown West **Munster Sushi**
22 W 46th St (bet. 5th & 6th Ave) $80 L
212-398-7707

Midtown West **Natsumi**
226 W 50th St (bet. Broadway & 8th Ave) $30 L
212-258-2308

Midtown West **NDBU 57**
40 W 57th St (bet. 5th & 6th Ave) $100 L
212-757-3000

Midtown West **Oyishi Sushi**
374 W 46th St (at 9th Ave) $12 L
212-265-5698

Midtown West **Riu & You**
32 W 45th St (bet. 5th & 6th Ave) $25 Su L
212-307-0717

Midtown West **Saku Ber Hugi**
152 W 49th St (bet. 6th & 7th Ave) $30
212-764-8549

Midtown West **Sapporo**
152 W 49th St (bet. 6th & 7th Ave) $13 L
212-869-5872

Midtown West **Shimizu**
319 W 51st St. (bet. 8th & 9th Ave.) $50 Su L
212-581-4581

Midtown West **Soba Nippoe**
13 W 52nd St (bet. 5th & 6th Ave.) $30 L
212-489-2525

Midtown West **Sugiyamu**
251 W 55th St (bet. Broadway & 8th Ave.) $90 M Su
212-956-0670

Midtown West **Sushi Damo Damo**
330 W 56th St (bet. 8th & 9th Ave.) $60 L
212-707-8609

Midtown West **Sushi of Gari 46**
347 W 46th St (bet. 8th & 9th Ave) $80 L
212-957-0046

Midtown West **Sushi Zee**
108 W 44th St (bet. 6th & 7th Ave.) $70 Su L
212-302-0707

Midtown West **Sushiden**
123 W 48th St (bet. 6th & 7th Ave.) $45 Su L
212-398-2900

Midtown West **Sushiya**
28 W 56th St (bet. 5th & 6th Ave.) $20 L
212-247-5759

Midtown West **Tachigui Sobaya**
732 7th Ave. (bet. 49th & 50th St.) $8 L
212-265-6181

Midtown West **Teriyaki Bay**
885 9th Ave. (bet. 57th & 58th St.) $7 L
212-307-9202

Midtown West **Totto Ramen**
366 W 52nd St (bet. 8th & 9th Ave.) $25 L
212-582-0052

Midtown West **Yakitori TOTTO**
251 W 55th St (bet. Broadway & 8th Ave.) $40 L
212-245-4555

Midtown West **Yoshinoyu**
255 W 42nd St. (bet. 7th & 8th Ave.) $7 L
212-703-0540

Midtown West **Yummy Sushi**
30 Rockfeller Plaza Concourse Level $7 L
212-459-2100

Midtown East

Midtown East **Aburiya Rioonsuke**
213 E 45th St (bet. 2nd & 3rd Ave.) $51 L
212-867-5454

Midtown East **Aquamarine**
713 2nd Ave. (bet. 38th &39th St.) $30 L
212-297-1850

Midtown East **Azusa**
3 E 44th St. (bet. 5th & Madison Ave.) $25 Su L
212-661-0001

Midtown East **Chiyoda Sushi**
18 E 41st St (bet. 5th & Mad son Ave.) $18 Su L
212-400-4860

Midtown East **DONBURI-YA**
137 E. 47th St. (bet. Lexington & 3rd Ave.) $25 L
212-888-7900

Midtown East **E53 Teriyaki House**
220 E. 53rd St (bet. 2nd & 3rd Ave.) $20 Su L
212-891-6075

Midtown East **Gyu-Kaku**
805 3rd Ave. 2nd Fl (at 50th St.) $40 L
212-702-6616

Midtown East **Hakubai**
The Kitano Hotel 66 Park Ave (at 38th St.) $66 L
212-885-7111

Midtown East **Hara**
280 Park Ave (at 48th St.) $35 L
212-450-0580

Midtown East **Hatsuhana**
17 E. 48th St. (bet. 5th & Mad son Ave.) $50 Su L
212-355-3345

Midtown East **Hatsuhana Park**

Casual dining experience with authentic and fresh sushi. The combination of premium seafood and rice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.
237 Park Ave (at 46th St.) $35 Su Su
212-661-3400 www.hatsuhana.com

Midtown East **Hide-Chan Ramen**
248 E 52nd St 2nd Fl (bet. 2nd & 3rd Ave.) $20 Su L
212-813-1900

Midtown East **Ise 49**
151 E. 49th St (bet. Lexington & 3rd Ave.) $25 L
212-813-6075

Midtown East **Izakaya Ariyoshi**
226 E. 53rd St. (bet. 2nd & 3rd Ave.) $25 Su L
212-319-3540

Midtown East **Izakaya Riki**
141 E. 45th St (bet. 3rd & Lexington Ave.) $30
212-986-5604

Midtown East **Katsu-hama**
11 E. 47th St (bet. 5th & Mad son Ave.) $18 L
212-758-5909

Midtown East **Kurumu Zushi**
7 E. 47th St. 2nd Fl (bet 5th & Madison Ave) $110 Su L
212-317-2902

Midtown East **MEGU Midtown**
645 UN Plaza (1st Ave Bet. 47th & 48th st.) $125 Su L
212-964-7777

Midtown East **Menchunko-Tei**
131 E. 45th St. (bet. Lexington & 3rd Ave.) $14 L
212-986-6805

Midtown East **MOCO**

Moco Moco Lounge is now open on the 2nd floor of Moco Mon to Sat from 7pm to 2pm They now serve ramen noodles on both floors. Moco is open on Sun & Mon 5pm - 11pm Tue- Thu 5pm -1am and Fr & Sat 5pm- 2pm
516A 3rd Ave (bet. 34th & 35th St.) $30
212-685-3663

Midtown East **Nadu-Sushi**
135 E. 50th St. (bet. Lexington & 3rd Ave.) $25 Su L
212-838-2537

Midtown East **Negiyu**
9 E. 37th St. (bet. 5th & Madison Ave.) $15 Su L
212-686-2233

Midtown East **Nippon**
155 E. 52nd St (bet. Lexington & 3rd Ave.) $49 Su
212-758-0229

Midtown East **Oma/h**
156 E. 45th St. (bet. Lexington & 3rd Ave.) $9 Su L
212-922-9799

Midtown East **Dayu**
143 E. 47th St (bet. Lexington & 3rd Ave.) $30 L
212-715-0460

Midtown East **Red & Black**
250 E. 52nd St (bet. 2nd & 3rd Ave.) $30 Su
212-826-4255

Midtown East **Restaurant SEO**
248 E. 49th St (bet. 2nd & 3rd Ave.) $40 L
212-355-7722

Midtown East **Ringo**
205 E. 45th St (bet. 2nd & 3rd Ave.) $50 L
212-867-4200

Midtown East **SAKAGURA**

Largest sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade soba, and lunch set of soba & rice bowl are popular. This amazing hideout is located on the basement level is perfect for couples. Private parties available.
211 E. 43rd St. B1F (bet. 2nd & 3rd Ave.) $50 L
212-953-7253 www.sakagura.com

Midtown East **Shuburi**
125 E. 39th St (bet. Lexington & Park Ave.) $30 L
212-867-6939

Midtown East **Shichashi**
7 E. 46th St. (bet. 5th & Mad son Ave.) $35 L
212-813-1000

Midtown East **Shochu Bar Hatchun**

Conveniently located near Grand Central Station it's an oasis offering a wide selection of shochu and Japanese tapas. Enjoy drinks with yakitori and sushi served from the adjacent Yakitori East Restaurant. No cover charge. Discover your favorite shochu here.
210 E. 44th St. (bet. 3rd & 2nd Ave.) $30
212-687-5075 www.shochubarhatchun.com

Midtown East **Soba TOTTO**
211 E. 43rd St. 1st Fl (bet. 2nd & 3rd Ave.) $40 L
212-557-8200

Midtown East **Sushi Time**
821 2nd Ave. (bet. 43rd & 44th St.) $20 L
212-983-9983

Midtown East **SushiAnn**
38 E. 51st St. (bet. Park & Mad son Ave.) $50 Su L
212-755-1780

Midtown East **Sushiden**
19 E. 49th St. (bet. 5th & Mad son Ave.) $45 Su L
212-758-2700

Midtown East **Tukesushi**
1026 2nd Ave. (bet. 54th & 55th St.) $35 Su L
212-355-8557

Midtown East **Tokyo**
342 Lexington Ave. (bet. 39th & 40th St.) $50 L
212-697-4330

Midtown East **Tenshime**
141 E. 47th St. (bet. Lexington & 3rd Ave.) $40 Su L
212-207-1338

Midtown East **Udon West**
150 E. 49th St. (bet. Lexington & 3rd Ave.) $10 L
212-322-8677

Midtown East **Yakitori East**
210 E. 44th St. (bet. 2nd & 3rd Ave.) $20 L
212-687-5075

Midtown East **Yakitori Torys**
245 E. 52nd St. 2Fl (bet. 2nd & 3rd Ave.) $44
212-813-1600

Midtown East **YAMA Restaurant**
308 E. 49th St (bet. 1st & 2nd Ave.) $37 Su L
212-355-3370

Midtown East **Yummy Sushi**
875 3rd Ave. Food Court, Lower Level $7 Su L
212-888-8601

Korea Town

Korea Town **Ichi Umi Restaurant**
9 E. 32nd St (bet. Madison & 5th Ave.) $25 L
212-725-1333

Korea Town **Izakaya Moku** $20
10 W 32nd St, 2nd Fl (5th Ave & Broadway)
212-736-3232

Korea Town **Kirakuya** $25
2 W 32nd St (bet 5th & Broadway)
212-695-7272

Korea Town **Toyome Sushi** $22
11 W 36th St (bet 5th and 6th Ave.)
212-967-9541

Chelsea

Chelsea **Blue Gieger** $30
106 8th Ave (bet. 15th & 16th St.)
212-352-0911

Chelsea **Ootoh Sushi** $20
300 W 23rd St (bet 7th & 8th Ave.)
212-727-0685

Chelsea **ENNJU** $10
20 E 17th St (bet. 5th Ave. & Broadway)
646-336-7004

Chelsea **Iroe Sushi** $29
440 3rd Ave (bet 30th & 31st St.)
212-447-5922

Chelsea **Izakaya Tee** $25
207 10th Ave (bet 22nd & 23rd St.)
212-627-7777

Chelsea **Matsuri** $30
359 W 15 St (at 9th Ave.)
212-243-5400

Chelsea **Momoya Chelsea** $40
185 7th Ave (at 21st St.)
212-989-4466

Chelsea **Moester Sushi** $30
158 W 23rd St (bet 6th & 7th Ave.)
212-620-9131

Chelsea **MORIMOTO** $90
10th Ave (bet 15th and 16th St.)
212-989-8883

Chelsea **Neka Nake** $50
458 W 17th St (bet 9th & 10th Ave.)
212-929-8544

Chelsea **Tanuki Tevern** $50
Gansevoort Hotel 18 9th Ave (at 13th St.)
212-660-6760

Chelsea **Tebaya** $10
144 W 19th St (bet 6th & 7th Ave.)
212-924-3335

Gramercy

Gramercy **15 EAST** $80
15 E 15th St (bet. Union Sq W & 5th Ave.)
212-647-0015

Gramercy **Ajı Sushi** $25
515 3rd Ave (bet 34th & 35th St.)
212-686-2055

Gramercy **BUTAI** $38
115 E 18th St (bet Park Ave & Irving Pl.)
212-387-8825

Gramercy **Choshi** $20
77 Irving Place (at 19th St.)
212-420-1419

Gramercy **Hamachi** $17
34 E 20th St (bet. Broadway & Park Ave.)
212-420-8607

Gramercy **Hane** $30
346 1st Ave (at 20th St.)
212-598-9883

Gramercy **Heru** $35
220 Park Ave South (at 18th St.)
646-429-0386

Gramercy **JAPONAIS** $65
111 E 18th St. (bet. Irving Pl & Park Ave. S.)
212-260-2020

Gramercy **Kanten Sushi East** $15
366 3rd Ave. (bet. 26th & 27th St.)
212-683-2326

Gramercy **Kiku Sushi 3** $25
121 E 27th St (bet Lex & Park Ave. S.)
212-213-9696

Gramercy **Mishume** $25
164 Lexington Ave (bet 30th & 31st St.)
212-532-6696

Gramercy **Momokawa** $45
157 E 28th St. (bet Lexington & 3rd Ave.)
212-684-7830

Gramercy **Saburi** $25
19th Lexington Ave (bet 30th & 31st St.)
212-481-9766

Gramercy **Sushi SAMBA** $35
245 Park Ave South (bet 19th & 20th St.)
212-475-8377

Gramercy **Sushi Sen-ein** $40
30 E 33rd St (bet Madison & Park Ave. S.)
212-889-2208

Gramercy **Terakawa Ramen** $12
18 Lexington Ave (bet 23 & 22nd St.)
212-777-2535

Gramercy **YAMA Restaurant** $20
122 E. 17th St. (at Irving Pl.)
212-475-0360

West Village

West Village **ekt oo west 4** $44
161 W. 4th St (bet 6th & 7th Ave.)
212-989-5440

West Village **Blue Ribboo Sushi** $51
119 Sullivan St (bet Prince & Spring St.)
212-943-0404

West Village **Cho Cho See** $25
A neighborhood restaurant perfect for a get together with friends and family. They offer their oriented traditional home cooking including many organic and healthy dishes at affordable prices. Student discount available.
15 West 8th St. (bet. 5th & 6th Ave.)
212-473-3333 www.chochosanrestaurant.com

West Village **Hakata Tontoo** $25
61 Grove St (bet 7th Ave & Bleecker St.)
212-242-9695

West Village **Morami** $30
547 LaGuardia Pl (bet Bleecker & W 3rd St.)
212-979-7055

West Village **Miyagi** $20
220 W 13th St (bet 7th & Greenwich Ave)
212-620-3630

West Village **Nagomi** $35
175 Prince St (bet Thompson & Sullivan St.)
212-387-8230

West Village **Ramen Tekumi** $13
90 University Pl (bet. 11th & 12th St.)
212-229-1489

West Village **Rockmeisha** $35
11 Barrow St (bet W 4th & Bleeker St.)
212-675-7775

One of the Kind Ramen Noodles Available
Popular in Japan!
New style of Shabu Shabu
- Grilled Shabu Shabu
GRAND OPENING!
RED & BLACK
250 E. 52nd St.
(bet. 2nd & 3rd Ave.)
TEL: 212-826-4255 Lunch & Dinner

West Village **Soto**
357 S 4th Ave (bet W 4th & Washington Pl) $45
212-414-3083

West Village **Sushi Mambo**
255 Bleecker St (Cornelia St. & Leroy St.) $18
212 675-5885

West Village **Sushi Yawa**
25 W 8th St (bet 5th & 6th Ave.) $30
212-253-9885

West Village **Tomoe Sushi**
172 Thompson St (Bleecker & Houston St.) $30
212-777 3346

West Village **Ushiwakamaru**
136 W Houston St (MacDougal & Sullivan) $80
212-228-4181

West Village **YAMA on Carmine St**
38-40 Carmine St (bet. Bleecker & Bedford) $37
212-989-9330

East Village

East Village **Ashiya**
167 1st Ave (bet 10th & 11th St.) $15
212-505-3348

East Village **Aveaua A Asaa World**
100-105 Avenue A (bet 6th & 7th St.) $20
212-982-3105

East Village **BONO STREET**
6 Bond St (bet Broadway & Lafayette St.) $75
212-777 2500

East Village **Cha-An**

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch and dinner goes well with wane or sake. Traditional tea ceremony in Seika-de (historic tea room) is available by reservation
230 E 9th St 2nd Fl (bet 2nd & 3rd Ave.) $20
212 228-6030 www.chaanteahouse.com

East Village **Chiyono**
328 E 6th St (bet 1st & 2nd Ave.) $15
212-673-3384

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry-Ya. Gourmet Japanese Curry boasts amazingly rich and complex flavors and its intimate interior and atmosphere makes anyone feel comfortable dining alone or with friends. Lunch Set available from noon to 4 pm
214 E 10th St (bet 1st & 2nd Ave.) $25
866-802-4779 www.nycurry-ye.com

East Village **Dieci**

A tapas restaurant with a Japanese flare offers wide varieties of meals from $4. Try their signature dishes like Foie Gras Donkatsu cho ce of 20 kinds of fillet and 40 labels of wines. Their drink menu changes seasonally making every visit an exciting one
228 E 10th St (bet 1st & 2nd Ave.) $30
212-387-0545 www.dieciny.com

East Village **GD Restaurant**
30 St. Marks Pl (bet 2nd & 3rd Ave.) $18
212-254-5510

East Village **Gyu-Kaku**
34 Cooper Sq (bet 5th & 6th St.) $40
212-475-2385

East Village **Hasaki**
210 E 9th St (bet 2nd & 3rd Ave.) $25
212-473-3327

East Village **IPPUDO NY**
65 4th Ave (bet 9th & 10th St.) $26
212-388-0066

East Village **Japonica**
100 University Pl (at 12th St.) $40
212-243-7752

East Village **JEWEL BAKO**
239 E 5th St (bet 2nd & 3rd Ave.) $45
212-979-1012

East Village **Kambi Raman House**
351 E 14th St (bet 1st & 2nd Ave.) $15
212-228-1366

East Village **Kanau Dea**
180 Avenue A (bet 11th & 12th St.) $25
212-777 2096

East Village **Kasadala**
547 E 11th St (bet Ave. B & C) $30
212-777 1582

East Village **Kenka**
25 St. Marks Pl (bet 2nd & 3rd Ave.) $25

East Village **Kyo Ya**
94 E 7th St (bet 1st Ave and Ave A) $35
212-982-4140

East Village **May Chaa Ramea**
119 2nd Ave (at 7th St.) $16
212-982 4295

East Village **Mays Placa Sushi**
121 2nd Ave (bet 7th & St. Marks St.) $18
212-533-8448

East Village **Meaku-Tei**
63 Coopa Sq (bet 7th & St. Marks Pl) $16
212-228-4152

East Village **MINCA**
536 E 6th St (bet Ave A & B) $10
212-505-8001

East Village **Natori**
58 St. Marks Pl (bet. 1st & 2nd Ave.) $20
212-533-7711

East Village **Noodle Cafe Zen**

In the heart of East Village Zen has been serving 12 kinds of ramen noodles as well as hearty udon and sushi since 1985. Don't miss out on our All Day 50% OFF discount on all sushi a sushi rolls for an order over $16 and the late night happy hour after 10pm
31 St. Marks Pl (bet 2nd & 3rd Ave.) $12
212-533-6855 www.zensushinyc.com

East Village **Nori**
123 2nd Ave (bet 7th and St. Marks Pl) $20
212-477 4825

East Village **OH! Taisho**
5 St. Marks Pl (bet 2nd & 3rd Ave.) $25
212-673-1300

East Village **Otafuku**

A tiny window Hi's joint Otafuku specializes in popular Japanese comfort food. Takoyaki octopus dough and Okonomiyaki pancakes as well as Taiyaki and Imagawayaki pancakes stuffed with red bean paste. Our food will make you feel like you are in downtown Tokyo
239 E 9th St (bet 2nd & 3rd Ave.) $6
212-979-2733

East Village **Robataya NY**
231 E 9th St (bet 2nd & 3rd Ave.) $25
212-979-3674

East Village **Sake Bar Decibel**
240 E 9th St (bet 2nd & 3rd Ave.) $40
212-979-2733

JAPAN POP QUIZ

During the sakoku period when Japan banned any trade with foreign countries, there was only one harbor that remained open to foreign ships. Which harbor was it?

1. Yokohama
2. Kobe
3. Nagasaki
4. Hakodate

KODAMA Express now serves bento boxes!
Take-out Only
katsu curry $9.50 + tax
salmon Bento $7 + tax
and many more bento boxes to choose from
Each meal is prepared upon order
Kodama Express
301 W. 45th St
(entrance on 8th Ave.)
Tel 212-582-6065
Open 12:00pm- 9:30pm

Kalbi on Mondays
50% OFF
Kobe Beef
$5.95 (reg. $9.50)
on Sundays & Wednesdays
HAPPY HOUR
Sun-Thu: 5pm-8pm
Fri & Sat: 11:30pm-3am
12oz Kirin Beer $2.50
Shochu (Ichiko, Satsuma Shiranami, Sudachi Chu, Kuro Kirishima, Lento)
$30/bottle
Yakiniku West
SUSHI ALSO AVAILABLE
218 E 9th St (bet 2nd & 3rd Ave) 7 Days Open!
212-979-9238 Hours Sun-Thu 5pm- 11:30pm Fri & Sat 5pm- 4am

East Village **Rai Rai Kea**

Have you ever seen the movie Tampopo—a Japanese cult movie about sizzling ramen noodle soup? Rai Rai Ken lets you experience the real Tokyo ramen without MSG. Don't forget our homemade gyoza too. We guarantee the most delightful experience!

214 E. 10th St. (bet. 1st & 2nd Ave.) $15
212 477-7030

East Village **Sake Bar Satsko**

202 E. 7th St. (bet. Ave. B & C) $25
212-614-0533

East Village **Sapporo East**

154 1st Ave. (at 10th St.) $17
212-260-1330

East Village **Setagaya (St. Marks Pl.)**

34-A St. Marks Pl. (bet. 2nd & 3rd Ave.) $13
212-387-7659

East Village **Shabu-Tatsu**

216 E. 10th St. (bet. 1st & 2nd Ave.) $30
212-477-2572

East Village **Sobakoh**

Sobakoh offers 100% hand made soba noodles and our savory dipping sauces is prepared w/ thick bonito flakes in a true tasty. Combinations of soba and donburi dishes are $11-$14.50 for lunch. 4-Course Early Bird Special ($15.50) is served until 7pm.

309 E. 5th St. (bet. 1st & 2nd Ave.) $15
212 254 2244 www.jomocosompass.com/sobakoh

East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Box $15 with soba or udon & dishes and dessert. Daily special appetizers and sake selection available for dinner.

229 E. 9th St. (bet. 2nd & 3rd Ave.) $20
212 533-6966 www.sobaya-nyc.com

East Village **Soba-ya East Village**

326 E. 6th St. (bet. 1st & 2nd Ave.) $12
212-388-1155

East Village **Soba-ya Restaurant**

25 E. 13th St. (bet. University Pl. & 5th Ave.) $20
212-627-7150

East Village **Sushi Aryoshi**

310 Broadway (bet. 11th & 12th St.) $30
212-388-1884

East Village **Sushi Lounge**

Serving Japanese cuisine in a casual atmosphere at affordable prices. All Day Campaign offers 50% off on all sushi or sushi rolls for an order over $16. The menu also includes izakaya and tapas to satisfy your craving. Enjoy daily late night happy hour after 10pm.

132 St. Marks Pl. (bet. 1st Ave & Ave A) $12
212-598-1166 www.sushiloungenyc.com

East Village **Takahachi**

85 Ave. A (bet. 5th & 6th St.) $25
212-505-6524

East Village **Tariyaki Boy**

218 E. 10th St. (bet. 1st & 2nd Ave.) $7
212-477-9058

East Village **Typhoon**

79 St. Marks Pl. (bet. 1st & 2nd Ave.) $15
212-979-2580

East Village **Udon West**

11 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20

East Village **Uminoie**

Uminoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef. Try Goto Udon (Udon noodles from Goto Islands of Japan). Now serving shochu desserts.

96 E. 3rd St. (bet. 1st & 2nd Ave.) $20
646-654-1122 www.downtownminoie.com

East Village **Village Yokocho**

8 Stuyvesant St. 2Fl. (bet. 9th St. & 3rd Ave.) $20
212-595-3041

East Village **Yakiniku West**

218 E. 9th St. (bet. 2nd & 3rd Ave.) $25
212-979-9238

East Village **Yokitori Totsho**

5 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20
212-228-5086

East Village **Yoshi Sushi**

131 Avenue A (bet. St Marks Pl. & 9th St.) $25
212-420-5809

Lower Manhattan

Lower Mhn **Azaba Sushi**

428 Greenwich (basement of Greenwich Grill) $50
212-274-0428

Lower Mhn **Bento Nouveau**

We offer high quality Japanese meal made fresh to go. With the motto "fast, cheap and delicious," we are here to provide ready-to-eat Japanese meals and snacks that are delicious and healthy for you. Sushi, bento box and noodles are available.

173 Broadway (at Cortrland St.) $8
212-437-6744

Lower Mhn **Bento Nouveau**

Located a few steps away from Battery Park, we offer authentic Japanese ready-to-eat meals and snacks that are delicious and healthy for you. Our sushi, bento box and noodles are prepared fresh, and you can dine in or take your meal to the park to enjoy the view.

32 Broadway (at Morris St.) $8
212-747-0994

Lower Mhn **Cuba 63**

63 Clinton St. (bet. Stanton & Rivington) $21
212 228-6751

Lower Mhn **EN Japanese Brasserie**

435 Hudson St. (at Leroy St.) $40
212-647-9196

Lower Mhn **Greenwich Grill**

428 Greenwich St. (bet. Vestry & Laight St.) $50
212-274-0428

Lower Mhn **Hiroko's Place**

75 Thompson St. (bet. Spring & Broome St.) $15
212-625-1303

Lower Mhn **Isa Downtown**

56 Pine St. (bet. William & Pearl St.) $30
212 785-1600

Lower Mhn **Kajitsu**

21 South End Ave. (at W. Thames St.) $25
212-786-9688

Lower Mhn **Matsugen**

241 Church St. (at Leonard St.) $44
212-925-0202

Lower Mhn **MEGU New York**

62 Thomas St. (Church & W. Broadway) $125
212-964-7777

$38 prix fixe for 2 (for each additional person)
dieci
Japanese-Infused Tapas / Sake & Wine Bar
229 E. 10th St. (bet. 1st & 2nd Aves.)
212-387-0345 / www.dieciny.com

A comprehensive list of 122 brands

- Write reviews about your favorite sake, shochu and Japanese craft beer
- Search sake by the grade
- Post upcoming sake events
- Browse a sake event listing in NYC

www.sake-guide.com

Lower Mhn **Mottsu** $25
295 Mott St (bet. E. Houston & Prince St.)
212-343-8017

Lower Mhn **NINJA** $35
25 Hudson St (bet Duane & Reade St.)
212-274-8500

Lower Mhn **NOBU** $100
105 Hudson St (at Franklin St.)
212-219-0500

Lower Mhn **NOBU NEXT DOOR** $75
105 Hudson St (Franklin & N. Moore St.)
212-334-4445

Lower Mhn **Omen** $30
113 Thompson St. (bet. Prince & Spring Sts.)
212-925-8923

Lower Mhn **Quickly Shabu Shabu** $13
237B Grand St. (bet. Bowery and Chrystie St.)
212 431 0999

Lower Mhn **Rosanjin** $80 Su
141 Duane St (bet. Church & W. Broadway)
212-346-7999

Lower Mhn **Sachiko'a on Clinton** $33 M
25 Clinton St (E. Houston & Stanton St)
212-253-2900

Lower Mhn **Soun Restaurant** $20
210 6th Ave (at Prince St.)
212 807 7421

Lower Mhn **Soy** $14 Su
102 Suffolk St. (bet. Delancy & Rivington)
212-253-1158

Lower Mhn **SUteiShi** $20
24 Peck Slip (bet.Water & Front St.)
212 766-2344

Lower Mhn **Takahachi Tribeca** $35
145 Duane St (Church & W. Broadway)
212-571-1030

Lower Mhn **Tokyo Lunch** $10 Su Su
10 John St. (bet. Nassau St & Broadway)
212-608-1354

Lower Mhn **Yushi** $12
250 Vesey St. (4 World Financial Center)
212-945-3088

Lower Mhn **Zutto** $20
77 Hudson St. (bet. Jay & Harrison St.)
212-233-3287

Brooklyn

Brooklyn **1 or 8** $32 M
66 South 2nd St. (bet. Wythe & Kent Ave.)
718-384-2152

Brooklyn **Blue Ribbon Sushi** $55
279 5th Ave (bet. 1st St. & Garfield Pl.)
718-840-0409

Brooklyn **Bozu** $30
296 Grand St (bet. Havemeyer & Roebling)
718-384-7770

Brooklyn **Gaido** $20
331 Flatbush Ave (on Flatbush Ave.)
718-638-9888

Brooklyn **Hakone** $25
201 Fifth Ave. (bet.Union & Berkeley)
718-230-5638

Brooklyn **Hihiao** $35 Su
333 Henry St. (Grand & Montgomery St.)
718-260-8052

Brooklyn **Iron Chef House** $15
92 Clark St. (bet. Henry St & Monroe Pl.)
718-858-8517

Brooklyn **Kappa Sake House** $30
388 5th Ave. (bet. 6th & 7th Ave.)
718-832-2870

Brooklyn **Ki Sushi** $30
122 Smith St. (bet. Dean & Pacific St.)
718-935-0575

Brooklyn **Mizu** $20
192 Bedford Ave (bet. 6th St & 7th St.)
718-782-6966

Brooklyn **Osaka** $30
272 Court St (bet. Butler & Douglass St.)
718-643-0044

Brooklyn **Oshima Restaurant** $18
71 7th Ave (bet. Berkeley Pl & Lincoln Pl)
718-783-1818

Brooklyn **qoo Robata** $25
367 Metropolitan Ave (at Havemeyer St.)
718-384-9493

Brooklyn **Sakura 6** $10
937 Manhattan Ave (Calyer St & Noble)
718-349-7888

Brooklyn **Sapporo Hara Japanese** $16
622 Manhattan Ave (Driggs & Nassau Ave)
718-389-9721

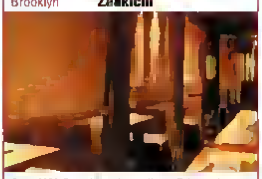
Brooklyn **Sapercora** $20
305 Bedford Ave (bet. S 1st & S 2nd St.)
718-302-1623

Brooklyn **Taro Sushi** $20
446 Dean St (bet. 5th Ave & Flatbush Ave)
718-398-0872

Brooklyn **Tenzan** $30
7119 13th Ave (at 71st St.)
718-621-3238

Brooklyn **Yameto** $18
168 7th Ave (bet. Garfield & 1st St.)
718-840-0089

Brooklyn **Zaakichi**



Since 2006 Zenkichi has been offering Tokyo-style seasonal small plates to homemade Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sushi. Hidden away in the recessed semi-private dining booths, diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most white sake selections in the city. Guests must be 14 years or older to be accommodated.

77 North 6th St. (@ Wythe Ave.) $40 M Tu
718-388-8885 www.zenkichi.com

Brooklyn **ZuZu Ramen** $20 M
173 4th Ave (at Degraw St.)
718-398-3838

Queens

Queens **ARIYOSHI** $18
41-13 Queens Blvd (bet. 41st & 42nd St.)
718-937-8288

Queens **go wasabi** $23
34-02 30th Ave (at 34th St.)
718-204-7364

Queens **KATSUNO** $35 M
103-01 Metropolitan Ave (at 71st Rd.)
718-575-4033

Queens **Kyoto Sushi** $25
153-11 Union Tpk (at 153rd St.)
718-380-7777

Queens **LINN Wafu Dining** $35
29-13 Broadway (bet. 29th & 30th St.)
718-204-0060

Queens **Momiji Restaurant** $20
37-04 Bowmars Blvd (at 37th St.)
718-526-0686

Queens **Setagaya (Flushing)** $13 L
37-02 Prince St. Queens, NY 11354
718-321-0290

Queens **Shira of Japan Atlas Pk** $20
80-40 Cooper Ave (at 80th St.)
718-326-8704

Queens **SUSHI ISLAND** $30
82-18 Queens Blvd. Elmhurst, NY 11373
718-803-3033

Long Island

Long Island **Akari** $20
2063 Merrick Rd. Merrick, NY 11566
516-378-3899

Long Island **Benihana** $30
2105 Northern Blvd. Munsey Pk. NY 11030
516-627-3400

Long Island **Banihana** $30
320 Merchant's Concourse Westbury, NY
516-222-6091

Long Island **Bonbori** $40
14 Elm St. Huntington, NY 11743
631 673-0400

Long Island **Iantome Steak House** $28
5 5th St. Valley Stream, NY 11581
516-872-0419

Long Island **Isana** $25 Su
214 Jericho Tpk Floral Park, NY 11001
516-437-4552

Long Island **Kobun Restaurant** $30
2016 Merrick Rd. Merrick, NY 11566
516-223-9200

Long Island **Koiso** $26
540 Westbury Ave. Carle Place, NY 11514
516-333-6434

Long Island **KuraBarn** $30 M
475 New York Ave. Huntington, NY 11743
631-673-0010

Long Island **Karofune** $22 Su
77 Commack Rd. Commack, NY 11725
631-499-1076

Long Island **Mumon Restaurant** $35
1300 Franklin Ave. Garden City, NY 11530
516-747-0388

Long Island **Nagashima** $25 Su
12 A-1 Jericho Tpk. Jericho, NY 11753
516-338-0022

Long Island **Rock-n-Saka Port WA** $30
80 Main St. Port Washington, NY 11050
516-883-7253

Long Island **Sapporo** $35
3266 Merrick Rd. Wantagh, NY 11793
516-785-3853

Long Island **San Restaurant** $40
79 Main Street, Sag Harbor, NY 11963
631 725-1774

Long Island **Shira of Japan** $26
401 Old Country Rd. Carle Place, NY 11514
516-997-4770

Long Island **SUSHI ICHI** $25
700 N Country Rd. Setauket, NY 11733
631-689-3111

Long Island **TAIKO Restaurant** $20 M
15 S. Village Ave. Rockville Centre, NY
516-678-6149

Long Island **Taka Sushi** $20 M
821 Carman Ave. Westbury, NY 11590
516-876-0033

Long Island **Take Sushi** $20 Su
1035 Broadway Woodmere, NY 11598
516-569-9600

Long Island **Restaurant Yamaguchi**

Since 1998 serving the locals authentic Japanese home cooking and fresh sushi. You will appreciate the authenticity and generous portions. Aside from the regular menu, daily lunch specials and the Chef Special are popular among the local patrons.

63 Main St. Port Washington, NY 11050 $25
516-883-3500

Long Island **Yuki's Palatta Tao** $25
151 Merrick Ave. Merrick, NY 11560
516-867-8743

The Bronx

The Bronx **OHANA** $35
500 City Island Ave. Bronx, NY 10464
718-885-0700

Westchester

Westchester **Hajima** $30 M
267 Halstead Ave. Harrison, NY 10528
914 777-1543

Westchester **Momiji** $20 Tu
281 Halstead Ave. Harrison, NY 10528
914-835-1076

Westchester **Nanase** $50 W
522 Mamaroneck Ave. White Plains, NY 10605
914-285-5351

Westchester **Nishi** $20 Tu
473 Ashford Ave. Ardsley, NY 10502
914-693-8500

Westchester **Noda** $25
200 Hamilton Ave. White Plains, NY 10601
914-949-0990

Westchester **Sakura** $20
58 Garth Rd. Scarsdale, NY 10583
914 723-7767

Westchester **Tanto** $18 Su
835 White Plains Rd. Scarsdale, NY 10583
914 725-9100

Westchester **Tsara** $30 Tu
259 N Central Ave. Hartsdale, NY 10530
914-761-0057

Upstate

Upstate **Kiko House** $25 M
11-21 E Washington Ave. Pearl River, NY
845-735-8885

Upstate **Sakurabaaa NY** $20
328 Route 59 Central Nyack, NY 10960
845 727-9339

蝶々

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212 473 3333
www.chochosanrestaurant.com
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BOTTLE OF WINE 1/2 PRICE

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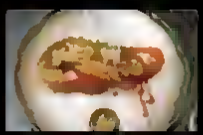
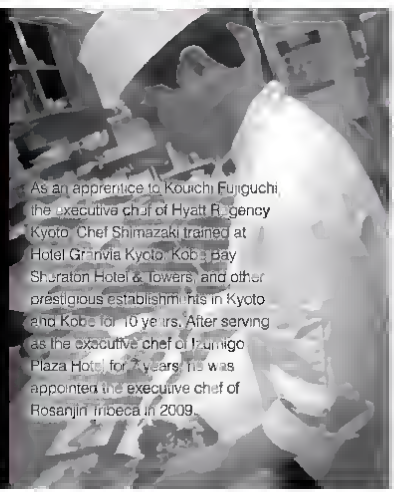


At its core Kaiseki is the "art of food." It is a choreographed course meal consisting of small seasonal dishes served at careful intervals. At Rosanjin Tribeca the styles and presentations are the fine representation of our devotion to flavor and creativity. The flavor of Kyoto style Kaiseki is brilliantly executed by Chef Shimazaki with years of experience and exploration in art of food.

Rosanjin | TRIBECA 141 Duane St. (bet. W. Broadway & Church St.)
For Reservation www.rosanjintribeca.com / 212-346-0664



As an apprentice to Kouichi Furiguchi, the executive chef of Hyatt Regency Kyoto, Chef Shimazaki trained at Hotel Granvia Kyoto, Kobe Bay Sheraton Hotel & Towers, and other prestigious establishments in Kyoto and Kobe for 10 years. After serving as the executive chef of Ibarrigo Plaza Hotel for 7 years, he was appointed the executive chef of Rosanjin Tribeca in 2009.

Connecticut

Connecticut — Ahis
381 Greenwich Ave Greenwich CT 06830 — $25 — L
203-962-9100

Connecticut — Fuji Gardea Steak House
215 Liberty St Pawcatuck, CT 06378 — $30 — Tu — L
860-599-1155

Connecticut — Kazu
84 N Main St Norwalk CT 06854 — $25 — L
203-866-7492

New Jersey

New Jersey — Akai Sushi Lounge
11 N Dean St Englewood, NJ 07631 — $18 — L
201-541-0063

New Jersey — Aoyama
1062 Washington Valley Rd Mmt nsville NJ — $35 — M — L
732-271-2556

New Jersey — Asahi Japanese
1475 Bergen Blvd Fort Lee, NJ 07024 — $17 — Tu — L
201-944-5113

New Jersey — Deimatsu
660 Mountain Ave Mountainside, NJ 07092 — $20 — M — L
908-233-7888

New Jersey — Higo Battee
2024 Center Ave #J & K, Fort Lee 07024 — $10 — L
201-461-5465

New Jersey — Ichi Umi Restaarant
352 Menlo Park, Edison NJ 08837 — $25 — L
732-906-2370

New Jersey — ICHIBAN
776 Bloomfield Ave W Caldwell NJ 07006 — $20 — L
973-808-7178

New Jersey — Ichibaa
414 Hackensack Ave Hackensack, NJ 07601 — $30 — L
201-489-0301

New Jersey — Italae Tomeio (Mitsuwa)
595 River Rd Edgewater NJ 07020 — $7 — L
201-941-9113

New Jersey — KIKU
365 Rt 17 South Paramus NJ 07652 — $45 — L
201-265-7200

New Jersey — Komegashi
103 Montgomery St Jersey City NJ 07302 — $25 — L
201-433-4567

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30 Town Sq. Place Jersey City NJ 07310 — $30 — L
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New Jersey — Mesa Sushi & Grill
81 W Allendale Ave Allendale NJ 0740 — $30 — L
201-934-6616

New Jersey — Matsushima
595 River rd Edgewater NJ 07020 — $35 — L
201-945-9450

New Jersey — Moester Sushi
395 Springfield Ave Summit NJ 07301 — $25 — L
908-598-1100

New Jersey — Praehill
123 Farmmus Rd Paramus, NJ 07652 — $20 — L
201 843-0170

New Jersey — Princetoa Tomo Sushi

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236 Nassau St Pr nceton NJ 08540 — $20 — S — L
609-924-8478 www.princetontomo.com

New Jersey — Sakura-base
43 Franklin Ave Ridgewood NJ 07450 — $25 — L
201-447-9525

New Jersey — Santohka (Mitsuwa)
595 River Rd Edgewater NJ 07020 — $10 — L
201-941 1004

New Jersey — Senuki Sendo (Mitsuwa)
595 River Rd Edgewater NJ 07020 — $6 — L
201-941-9113

New Jersey — Sagi
2117 Rt 4 E Bound Fort Lee NJ 07024 — $22 — S — L
201-461-9038

New Jersey — Tomo's Cuisine
113 Rt 23 S Little Falls NJ 07424 — $20 — M — L
973-837 1117

New Jersey — Toye Restaurent
439 Anderson Ave Cliffside Park NJ 07010 — $25 — L
201-317-3532

New Jersey — Umaya
156 Piermont Rd Cresskill, NJ 07626 — $25 — M — L
201-816-0511

New Jersey — Yekiton 39
252 Degraw Ave Teaneck, NJ 07666 — $35 — M — L
201-692-0700

CAFE

Upper West — Beerd Papa's Upper W — Cream Puffs
2167 Broadway (nr 76th St.)
212-799-3770

Upper East — Choux Factory — Cream Puffs
1885 1st Ave (bet 87th & 88th St.)
212 289-2023

Midtown West — Cafe Zarya Midtown W — Bakery
1073 5th Ave (bet. 40th & 41St.)
212-764-5765

Midtown West — Minamoto Kitchoaa — Confectionery
608 Fifth Ave (48th St. bet 5th & 6th)
212-489-3747

Midtown East — Cafe Zarya Midtown E. — Bakery
1 E 41 St. (bet. 5th & Madison Ave.)
212-779-0600

Midtown East — Choux Factory — Cream Puffs
965 1st Ave. (bet 46th & 49th St.)
212-223-0730

East Village — Cafe Zarya East Village — Bakery
58 Cooper Sq. (at St. Marks St.)
212 253-3700

East Village — Chikalicioae — Dessert Bar
203 E 10th St (bet. 1st & 2nd Ave.)
212-995-9511

East Village — PANYA — Bakery
10 Stuyvesant St (bet. 2nd & 3rd Ave.)
212-777 1630

Lower Mhn — Rhaon Cafa — Cafe
189 Spring St. (Sullivan & Thompson St.)
212-966 7040

New Jersey — Gateaux Bakery — Bakery
494 Kinderkamack Rd Riveredge NJ 07661
201-634 1131

New Jersey — Minemoto Kitchoaa — Confectionery
595 River Rd Edgewater NJ 07020
201-313-3335

New Jersey — Parisienee — Bakery
250 Main St Fort Lee NJ 07024
201-592-8878

KARAOKE

Upper East — Box Seeck Riki
141 E 45th St. 2Fl(bet Lex. & 3rd Ave.) — $10/h — $30 mmm
212-986-5612

Upper East — Iggy's
1452 2nd Ave (bet. 75th & 76th St.) — $1 /song
212-327-3043

Midtown West — Japas 55
253 W 55th St. (bet. Broadway & 8th Ave.) — $/h /person
212 765 1210

Midtown East — Japas 27
356 3rd Ave. (bet. 25th & 27th St.) — $/h /person
212-684-2329

Midtown East — Japas 38
8 E 39th St. (bet. 5th & Madison Ave.) — $/h /person
212-679-4040

Midtown East — Karaoke Duet 48
304 E. 48th St. (bet. 1st & 2nd Ave.) — $4/h /person
212-753-0030

Midtown East — Karaoke Top Tuoas
303 305 E. 53rd St. (bet. 1st & 2nd Ave.) — $5/hr / person
212 750 8818

Korea Town — Choras Keraoke
25 W 32nd St 3FL (bet. Broadway & 5th Ave.) — $2/song — $40/room
212-967 2244

Korea Town — Gagopa Karaoke
28 W. 32nd St (Broadway & 5th Ave.) — $7/h /person
212-967-5353

Korea Town — Grammy Karaoke
23 W. 32nd St (bet. Broadway & 5th Ave.) — $30 /room
212-625 7171

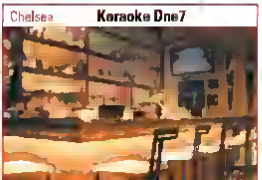
Korea Town — iBop Keraoke
25 W. 35th St. 3rd Fl (bet. 5th and 6th Ave.) — $5/h
646 752-4895

Korea Town — Karaoke Duet 35
53 W. 35th St. 2nd Fl (bet. 5th & 6th Ave.) — $4/h /person
646-473-0626

Korea Town — MK
11 W. 32nd St. 5th Fl (Broadway & 5th Ave.) — $40/h /room
212-564-3436

Korea Town — Radio Star Karaoke
3 W. 35th St. (bet. 5th & 6th Ave.) — $40 /room
212-564-2520

Chelsea — Keraoke Dne7



We offer the c ty's largest song selection n 13 different languages, and new songs are added monthly S ng at the bar for $2 per song or s ng in a pr vate room for $8/h per person A var ety of drinks ava lable from the bar Drinks and room chrges are half price dur ng Happy Hour (2pm-7pm) Large party rooms available Call for reservation Open 7 days from 2pm to 4am (except Mon from 5pm) *May close early on weekdays w/o notice
25 W 17th St (bet 5th & 6th Ave.) — $2/song
212-675-3527 www.karaoke17.com

Korea Town — Toto Music Studio
38 W. 32nd St. # 5 (bet. 5th & 6th Ave.) — $30 /room
212-564-6644

West Village — Apple Restaurant
17 Waverly Pl (bet. Greene & Mercer St.) — $10/cover — /room
212-473-8988

West Village — Karaoke Cave
9 East 13th St. (bet. 5th Ave. & Un vers ty Pl.) — m n $45 / oom
646 250-5670

East Village — Pleent Rose
215 Avenue A (bet. 13th % 14th St.) — $2/song
212-953-8500

East Village — Second on Secoad
27 2nd Ave (at 1st & 2nd St.) — $30/h — /room
212-473 2922

East Village — Sing Sing (Ava. A)

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East Village — Sing Sing (St. Marks)

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East Village — U2 Keraoka Lounge
9 St Marks Pl (bu 2nd & 3rd Ave.) — $5/h
212 228-6250

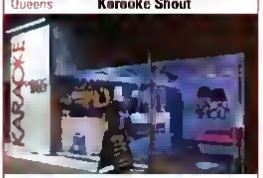
Lower Mhn — Asia Rama Bar & Lounge
40 Mulberry St. (at Worth St.) — No charge
212-385-1133

Lower Mhn — Bley Karaoke Ber
8 Thompson St 2Fl (bet. 6th Ave & Canal St.) — $30/h — /box
212 334-5490

Lower Mhn — Mott Karaoke Loange
43 Mott St (bet. Bayard St & Pell St.) — m n $30 /room
212-693-0004

Brooklyn — 100 Fua
932 60th St (9th Ave & Fort Hamilton Pky) — $40/h — /mom
718-435-8883

Queens — Kereoke Shout



120 000 songs n 15 different languages ava lable 20 000 English songs and songs in Hindi and Thai that are rarely available the U S Your party w ll be much more exciting n the high-tech karaoke rooms! 11 private rooms are equipped with LED light ngs that change colors w th each song Enter songs us ng a w reless touch system on the n-set screens and pods Cheapst oks NY readers receive 10% descount w th th s ad Opun 7 days
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718-569-0080 karaokeshout com

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AN EXHIBITION OF THE FINAL CONTESTANTS

Chopsticks NY will present a group exhibition showcasing artworks by the finalists of the Chopsticks NY Cover Artist Contest
Please come and enjoy their original artworks. The opening reception will be held on September 30th.

September 28th (tue) - October 4th (mon)

Opening Reception: September 30th (thu) 5pm-7:30pm

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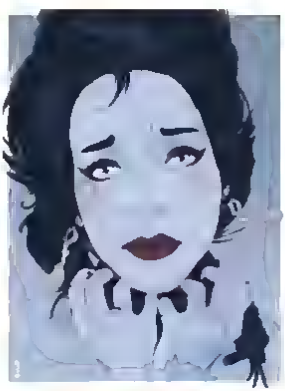

WINNER

COVER ARTIST FOR 2011

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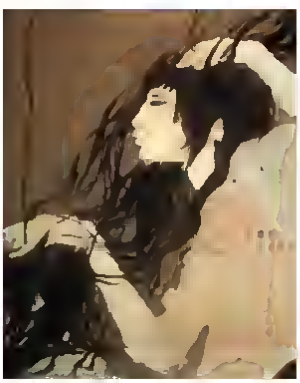
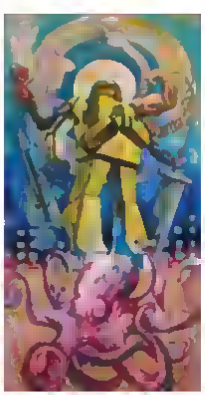


PEOPLE'S CHOICE

People's Choice
The most popular artist in online voting

Audrey G. Bngley
www.audreyscribbiz.com

Erin Dodge www.bizarregutlesswoman.com



Shnwn Pnrk http://shownpork.com

Yeswndi Krntklom www.yoswndikrutklom.com

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available
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Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

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Upper West — Ivy's Cafe — $23
154 W 72nd St (Bway & Columbus Ave) 212-787-3333

Upper West — Dihe's — $15
1581 Broadway (bet. 57th & 58th St.) 212-265-8181

Upper West — Dihe's — $15
2657 Broadway (at 100th St.) 212-932-3900

Upper West — Shun Lee West — $52
43 W 65 St (Columbus & Central Pk W.) 212-595-8895

Upper East — Cafe Evergreen — $30
1298 1st Ave (bet 69th & 70th St) 212-744-3266

Upper East — Chef Ho's — $25
1720 2nd Ave (bet 89th & 90th St) 212-348-9444

Upper East — Chinatown East — $19
1050 3rd Ave (bet 62nd & 63rd St) 212-617 2068

Upper East — Lin's Noodle & Grill — $22
1500 3rd Ave (bet 84th & 85th St.) 212-639-4313

Upper East — Dur Place Cuisines — $25
1444 3rd Ave (bet 81st & 82nd St.) 212-249-4080

Upper East — Philippe — $60
33 E 60th St (bet. Madison & Park Ave.) 212-644-6565

Upper East — Phoenix Garden — $20
242 E 40th St (bet 2nd & 3rd Ave.) 212-883-8686

Upper East — Pig Heaven — $15
1540 2nd Ave (bet 80th & 81st St) 212-744-4333

Upper East — Shanghai Pavilion — $37
1378 3rd Ave (bet 79th & 75th St.) 212-585-3388

Upper East — Szechuan Chalet — $15
1395 2nd Ave (At 73rd St.) 212-737 1838

Midtown West — Chino Grill — $60
CBS Bldg. 30 W. 53rd St (bet 5th & 6th Ave) 212-333-7788

Midtown West — Joe's Shanghai — $20
24 W 56th St (bet 5th & 6th Ave.) 212-333-3868

Midtown West — Dihe's — $15
411 W 42nd St (bet. 7th and 8th Ave.) 212-521-5566

Midtown West — Ruby Foo's Times Sq — $30
1626 Broadway (bet. 49th & 50th St.) 212-489-6500

Midtown West — Teng's Pavilion — $20
65 W. 55th St (bet. 5th & 6th Ave.) 212-956-6988

Midtown West — Wu Liang Ye — $25
36 W 48th St (bet 5th & 6th Ave) 212-997-2208

Midtown East — Chola Chinese Cuisine — $40
160 E. 45th St. (bet. Lexington & 3rd Ave.) 212-371 2323

Midtown East — Chin Chin — $35
216 E 45th St (bet 2nd & 3rd Ave.) 212-983-4555

Midtown East — Dynasty Sung — $35
511 Lexington Ave (at 48th St.) 212-355-1200

Midtown East — Evergreen — $23
10 E 38th St. (bet. 5th & Madison Ave.) 212-449-1196

Midtown East — Grand Sichuen — $20
1043 2nd Ave. (bet. 55th & 56th St.) 212-355-5665

Midtown East — Lychee House — $25
141 E. 55th St (bet. Lexington & 3rd Ave.) 212-753-3900

Midtown East — Mee Noodle Shop — $15
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Midtown East — MR K's — $60
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Midtown East — Shun Lee Palace — $35
155 E. 55th St (bet. Lexington & 3rd Ave.) 212-371-7744

Midtown East — Tse Yang Restaurant — $40
34 E. 51st St. (bet. Park & Madison Ave.) 212-688-5447

Chelsea — Grand Sichuen — $25
227 Lexington Ave (bet. 33rd & 34th St.) 212-679-3770

Chelsea — Grand Sichuen — $20
229 9th Ave. (at 24th St.) 212-620-5200

Chelsea — Rickshow Dumpling — $20
61 W. 23rd St. (bet. 5th & 6th Ave.) 212-924-9220

West Village — Chinatown Brasserie — $30
380 Lafayette St (at Great Jones St.) 212 533-7000

West Village — Empire Szechuan — $15
173 7th Ave. S (at Perry St.) 212-243-6048

West Village — Shanghai Square — $30
11 E. 13th St. (bet. 5th Ave. & University Pl.) 646-486-7313

East Village — Dumpling Men — $11
100 St. Marks Pl (bet. 1st & Ave. A.) 212-505-2121

Lower Mhn — ABC Chinese Restaurant — $25
34 Mott Street (bet. Mott St. & Bowery) 212-346-9380

Lower Mhn — Amazing 66 — $25
66 Mott St (bet. Bayard & Canal St.) 212-334-0099

Lower Mhn — Au Mandarin — $20
200-250 Vesey St (at West St.) 212-385-0313

Lower Mhn — Big Wong — $13
67 Mott St (bet. Bayard & Canal St.) 212-964-0540

Lower Mhn — China Chalet — $25
47 Broadway (Exchange Pl. & Mons St.) 212-643-4380

Lower Mhn — Congee Village — $16
100 Allen St (bet. Hroom & Delancy St.) 212 941-1818

Lower Mhn — Dim Sum Go Go — $15
5 E. Broadway (bet. Catherine & Oliver St.) 212 732-0797

Lower Mhn — Excellent Dumpling — $15
111 Lafayette St. (Canal & Walker St.) 212-219-0212

Lower Mhn — Golden Unicorn — $15
18 E. Broadway (Division & Catherine St.) 212 941-0811

Lower Mhn — Jing Fong — $20
20 Elizabeth St. (bet. Bayard & Canal St.) 212-964-5256

Lower Mhn — Joe's Ginger — $15
25 Pell St. (at Doyers St.) 212-285-0333

Lower Mhn — Joe's Shanghai — $15
9 Pell St. (bet. Bowery & Mott St.) 212-233-8888

Lower Mhn — Lin's Dumpling House — $10
28 Bowery (at Bayard St.) 212-349-0923

Lower Mhn — Mandarin Court — $15
61 Mott St. (bet. Bayard & Canal St.) 212-608-3838

Lower Mhn — New Bo-Ky — $10
80 Bayard St. (bet. Mott & Mulberry St.) 212-406-2292

Lower Mhn — Nice Green Bo — $15
66 Bayard St. (bet. Elizabeth & Mott St.) 212-425-2359

Lower Mhn — Oriental Garden — $30
14 Elizabeth St. (bet. Bayard & Canal St.) 212-619-0085

Lower Mhn — Shanghai Cuisine — $25
9 Bayard St. (at Mulberry St.) 212 732-6388

Brooklyn — Faan — $15
209 Smith St. (bet. Baltic & Butler St.) 718-694-2277

Queens — East Manor — $15
46-45 Kissena Blvd (at Laburnum Ave.) 718-888-8898

KOREAN

Midtown West — Bonn — $30
350 W 50th St (bet. 8th & 9th Ave.) 212-582-4448

Midtown East — Chom Chom — $40
40 W 56th (bet. 5th Ave & Ave. of Americas) 212-213-2266

Midtown East — Korea Palace — $30
127 E. 54th St (bet. Park & Lexington Ave.) 212-832-2350

Korea Town — Cho Dong Gol — $30
55 W. 35th St (bet. 5th & 6th Ave.) 212-695-8222

Korea Town — Don's Bogam — $30
17 E. 32nd St (bet. 5th & Madison Ave.) 212-683-2200

Korea Town — Franchia — $25
12 Park Ave (bet. 34th & 35th St.) 212 213-1001

Korea Town — Gam Mee Ok — $25
43 W. 32nd St (bet. 5th Ave. & Broadway) 212-695-4113

Korea Town — HAN BAT — $15
53 W. 35th St (bet. 5th & 6th Ave.) 212-629-8588

Korea Town — HANGAWI — $40
12 E. 32nd St (bet. 5th & Madison Ave.) 212 213-0077

Korea Town — Hyo Dong Gak — $15
51 W. 35th St (bet. 5th & 6th Ave.) 212-695-7167

Korea Town — Kang Suh — $28
1250 Broadway (at 32nd St.) 212-564-8845

Korea Town — Komtang House — $15
32 W. 32nd St (bet. 5th Ave. & Broadway) 212 947-8482

Korea Town — Kum Gang San — $20
43 W 32nd St (bet. 5th Ave. & Broadway) 212 967 0905

Korea Town — Kunjip Restaurant — $15
9 W 32nd St. (bet. 5th Ave. & Broadway) 212 216-8487

Korea Town — Madangsui — $30
35 W. 35th St (bet. 5th & 6th St.) 212-564-9333

Korea Town — Seoul Garden — $15
34 W. 32nd St (bet. 5th Ave. & Broadway) 212 736-9002

Korea Town — Shilla — $25
37 W. 32nd St (bet. 5th Ave. & Broadway) 212 967 1880

Korea Town — Woo Chon — $20
10 W. 36th St (bet. 5th & 6th Ave.) 212-695-0676

West Village — Do Hwa — $25
55 Carmine St (at Bedford St.) 212-414-1224

East Village — Bibim-Bar — $15
141 1st Ave (bet. St. Marks & 9th St.) 212-529-2746

East Village — Bon Joo — $20
107 1st Ave (bet 6th & 7th St.) 212-505-7274

East Village — Dok Suni's — $20
113 1st Ave (bet. 7th St & St. Marks Pl.) 212-477 3500

Lower Mhn — Jup She — $20
171 Grand St (bet. Centre & Baxter St.) 212-343-0090

Lower Mhn — Kori — $20
253 Church St (bet. Leonard & Franklin St.) 212-334-0808

Lower Mhn **Woo Lae Oak**
148 Mercer St. (bet. E. Houston & Prince St.) $50 L
212-625-P200

Brooklyn **Dokebi**
189 Grand St. (bet. Bedford and Driggs Ave.) $20 L
718-782-1424

Westchester **Kalbi House**
251 Central Ave. White Plains, NY 10606 $25 L
914-328-0251

THAI

Upper West **Land**
450 Amsterdam Ave. (bet. 81st & 82nd St.) $25 L
212-501-8121

Upper West **Long Grain**
2534 Broadway (at 95th St.) $22 L
212-665-0884

Upper East **Eat Thai**
1423 3rd Ave. (bet. 81st & 82nd St.) $15 L
212-772-1484

Upper East **Jasmine**
1619 2nd Ave. (at 84th St.) $25 L
212-517-6854

Upper East **Sa-Woy**
1473 1st Ave. (at 77th St.) $20 L
212-744-6374

Upper East **Sala Thai**
1718 2nd Ave. (bet. 89th & 90th St.) $25 L
212-410-5557

Upper East **Spice**
1411 2nd Ave. (bet. 73rd & 74th St.) $20 L
212-546-5345

Upper East **Viang Ping**
1308A 2nd Ave. (bet. 72nd & 73rd St.) $22 L
212-249-6484

Midtown West **Aculuck Thai**
530 9th Ave. (bet. 39th & 40th St.) $11 L
212-594-7083

Midtown West **Aura Thai**
462 9th Ave. (bet. 35 & 35th St.) $11 L
212-971-9530

Midtown West **Baagkok House**
360 W. 49th St. (bet. 9th & 9th Ave.) $16 L
212-541-6943

Midtown West **Blue Chili**
251 W. 51st St. (bet. Broadway & 8th Ave.) $20 L
212-489-5237

Midtown West **Breaze**
861 9th Ave. (bet. 56th & 57th St.) $25 L
212-262-7777

Midtown West **Chai Home Kitchen**
530 8th Ave. (at 36th St.) $20 L
212-707-8778

Midtown West **Chaopaa Thai**
761 9th Ave. (at 51st St.) $20 L
212-586-8606

Midtown West **Haag 2 Thai Bistro**
752 10th Ave. (bet. 51st & 52nd St.) $15 L
212-765-7500

Midtown West **Pam Real Thai**
402 W. 47th St. (bet. 9th & 10th Ave.) $20 M L
212-315-4441

Midtown West **Poagsri Thai**
244 W. 46th St. (bet. Broadway & 8th Ave.) $20 L
212-582-3392

Midtown West **Q2 Thai**
788 9th Ave. (bet. 52nd & 53rd St.) $11 L
212-265-2236

Midtown West **Room Service Midtown**
630 9th Ave. (bet. 47th & 48th St.) $25 L
212-582-0996

Midtown West **Thai Chai-Yo**
233 9th Ave. (bet. 24th & 25th St.) $11 L
212-488-2170

Midtown West **Thai Select**
472 9th Ave. (bet. 30th & 37th St.) $12 L
212-695-3920

Midtown West **Topaz Thai**
127 W. 56th St. (bet. 6th & 7th Ave.) $15 L
212-957-8020

Midtown West **Yum Yum 3**
656 9th Ave. (at 46th St.) $15 L
212-956-0639

Midtown West **Yum Yum Bangkok**
650 9th Ave. (bet. 45th & 46th St.) $15 L
212-262-7244

Midtown West **Yum Yum Too**
690 9th Ave. (At 48th St.) $20 L
212-247-2220

Midtown East **Talent Thai Kitchen**
219 E. 34th St. (bet. 2nd & 3rd Ave.) $14 L
212-725-1488

Chelsea **Jaiya Thai**
396 3rd Ave. (bet. 25th & 26th St.) $25 L
212-889-1330

Chelsea **Lemongrass Grill**
138 E. 34th St. (bet. Lexington & 3rd Ave.) $20 L
212-213-3317

Chelsea **Nooch**
143 9th Ave. (at 19th St.) $20 L
212-691-8800

Chelsea **Pad Thai**
114 8th Ave. (bet. 15th & 16th St.) $20 L
212-691-6226

Chelsea **Poagsri Chelsea**
165 W. 23rd St. (bet. 6th & 7th Ave.) $20 L
212-645-8808

Chelsea **Regional Thai**
208 7th Ave. (bet. 21St. & 22nd St.) $15 L
212-807-9672

Chelsea **Room Service**
186 9th Ave. (bet. 18th & 19th St.) $25 L
212-691-0299

Chelsea **Royal Siam**
240 8th Ave. (bet. 22nd & 23rd St.) $15 L
212-741-1732

Chelsea **Srlom Thai**
150 9th Ave. (bet. 17th & 18 Ave.) $25 Su L
212-675-0090

Chelsea **Spice**
189 8th Ave. (bet. 19th & 20th St.) $20 L
212-989-1116

Gramercy **Tasa Thai Cuisine**
17 E. 31st St. (bet. Madison & 5th Ave.) $20 L
212-213-3773

Gramercy **Tasa Thai Cafe**
435 Park Ave. South (bet. 29th&30th St.) $25 L
212-44-9989

West Village **Galanga**
149 W. 4th St. (bet. Macdougal & 6th) $15 L
212-228-4267

West Village **Highlae**
835 Washington St. (at Little W. 12th St.) $36 L
212-243-3336

West Village **Lime Thai Bistro**
29 7th Ave. S. (bet. Bedford & Morton St.) $20 L
212-727-2178

JAPAN POP QUIZ

What is the name of the longest river in Japan?

1. Tone River
2. Sumida River
3. Shinano River
4. Yodo River

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reservewineNYC@gmail.com

West Village **Prem-oe Thai**
130 W. Houston St. (MacDougal & Sullivan) $25
212-353-2330

West Village **Rhong Tiam**
87 2nd Ave. (bet. 5th & 6th St.) $20
212-477-0600

West Village **SEA**
935 Washington St. (at little W. 12th St.) $15
212-229-5505

West Village **Tue Thai Feed**

Located in the heart of West Village, we offer home cooking style Thai food in a cozy and stylish atmosphere. There are 55 items on the menu to choose from, and each dish is prepared in our own open kitchen. You'll discover the true flavor of Thai at Tue Thai Feed!

3 Greenwich Ave (5th Ave & Christopher St) $20
212-929-5888 www.tuethai-food.com

East Village **Elephant**
68 E. 1st St. (bet. 1st & 2nd Ave.) $35
212-505-7738

East Village **Holy Basil**
149 2nd Ave. (bet. 9th & 10th St.) $15
212-460-5557

East Village **Ket**
347 E. 14th St. (bet. 1st & 2nd Ave.) $13
212-533-2048

East Village **Kling**
7 St. Marks Pl. (bet. 2nd & 3rd Ave.) $16
212-505-9955

East Village **Spice**
334 E. 13th St. (University Pl. & B'way) $20
212-982-3758

East Village **Spice**
104 2nd Ave. (at 6th St.) $20
212-533-1900

East Village **Tei Thei**
78 E. 1st St. (bet. 1st Ave. & Ave. A) $12
212-777-2552

Lower Mhn **Eet-Pisode Thnlnnd**
123 Ludlow St. (bet. Lexington & Delancy) $14
212-677-7624

Lower Mhn **Kitchen**
60 Thompson St. (bet. Broome & Spring) $42
212-219-2000

Lower Mhn **Kuma Inn**
113 Ludlow St. 2Fl (Delancey & Rivington) $25
212-353-8866

Lower Mhn **Peep**
177 Prince St. (bet. Sullivan & Thompson St.) $20
212-254-7337

Lower Mhn **Pongsri**
106 Bayard St. (at Baxter St.) $20
212-349-8132

Lower Mhn **Sticky Rice**
85 Orchard St. (bet. Broome & Grand St.) $12
212-274-8201

Brooklyn **Lily Thai**
615 Grand St. (bet. Leonard & Lorimer St.) $10
718-218-7522

Brooklyn **Long Tae**
199 5th Ave. (bet. Berkeley & Union St.) $18
718-622-9444

Brooklyn **Pegoda Thnlnnd**
333 Graham Ave. Brooklyn NY 11211 $30
718-388-9445

Brooklyn **SEA**
114 N. 6th St. (at Berry St.) $20
718-384-a950

Brooklyn **Tei Thai**
208 Bedford Ave. Brooklyn NY 11211 $30
718-599-5058

Brooklyn **Tuk Tuk**
204 Smith St. (bet. Baltic & Butler St.) $12
718-222-8588

Queens **Erawae**
213-41 39th Ave. (at Bell Blvd.) $30
718-229-1620

Queens **O Thai Bistro**
108-25 Ascan Ave. (bet. Austin & Burns St.) $40
718-261-6599

VIETNAMESE

Upper West **Bai Bao**
100 W. 82nd St. (Amsterdam & Columbus) $25
212-501-0779

Upper West **Saigon Grill**
620 Amsterdam Ave. (at 90th St.) $25
212-875-1072

Upper East **Asia Grill**
1239 2nd Ave. (at 65th St.) $20
212-753-9818

Upper East **Vermicelli**
1482 2nd Ave. (bet. 77th & 78th St.) $20
212-288-8388

Midtown East **Bo**
246 E. 44th St. (bet. 2nd & 3rd Ave.) $30
212-681-9541

Midtown East **Le Colonel**
143 E. 57th St. (bet. Lexington & 3rd Ave.) $30
212-752-0808

Korea Town **PHO32**
2 W. 32nd St. (bet. 5th Ave. & Broadway) $20
212-695-0808

Chelsea **Bao Noodles**
391 2nd Ave. (bet. 22nd & 23rd St.) $22
212-725-7770

Chelsea **Jasmine**
88 Seventh Ave. (bet. 15th & 16th St.) $37
212-929-1778

Chelsea **Laenem**
333 3rd Ave. (at 28th St.) $15
212-696-5168

Chelsea **Omm**
158 9th Ave. (bet. 19th & 20th St.) $30
212-633-0550

West Village **Saigon Grill Union Sq.**
91 University Pl. (bet. 11th & 12th St.) $25
212-982-3951

East Village **Indochine**
430 Lafayette St. (bet. Astor Pl. & 4th St.) $40
212-505-5111

East Village **Laenam**
121 University Pl. (at 13th St.) $20
212-420-1179

East Village **Nicky's Viet**
150 E. 2nd St. (at Ave. A) $9
212-388-1068

Lower Mhn **Mei House**
186 Franklin St. (Greenwich and Hudson) $35
212-431-0600

Lower Mhn **Nam**
110 Reade St. (Church & W. Broadway) $20
212-267-1777

Lower Mhn **Nha Trang**
87 Baxter St. (bet. Bayard & Canal St.) $15
212-233-5948

Lower Mhn **Pho Tu Do**
102 Bowery St. (bet. Hester & Grand St.) $20
212-966-2888

Lower Mhn **Viet Cafe**
345 Greenwich St. (bet. Harrison and Jay St.) $25
212-431-5888

Brooklyn **Nicky's Viet**
311 Atlantic Ave. (bet. Hoyt & Smith St.) $9
718-855-1838

OTHER

Upper West **Asie Kee**
710 Amsterdam Ave. (bet. 94th & 95th St.) $25
212-280-8878

Upper West **Asiate**
80 Columbus Cir. 35th Fl. (at 60th St.) $63
212-805-8881

Upper East **Amber**
1406 3rd Ave. (at 80th St.) $25
212-245-5020

Upper East **Gobo**
1426 3rd Ave. (at 81st St.) $31
212-288-5063

Midtown West **Rue 57**
60 W. 57th St. (at 6th Ave.) $45
212-307-5656

Midtown West **VYNL**
754 9th Ave. (bet. 50th and 51th St.) $25
212-974-2003

Midtown West **Zen Palate**
663 9th Ave. (at 46th St.) $26
212-582-1569

Midtown East **Ajn Asien Bistro**
1068 1st Ave. (on 58th St.) $25
212-980-8009

Midtown East **Asie De Cuba**
237 Madison Ave. (bet. 37th & 38th St.) $56
212-726-7755

Midtown East **Fusha Asien Cursine**
1065 1st Ave. (at 58th St.) $35
212-752-8693

Midtown East **Hiroshi Jepeeese Fusice**
585 3rd Ave. (bet. 39th St & 39th St.) $18
212-661-9288

Chelsea **Planet Thnlnnd 212**
30 W. 24th St. (bet. 5th & 6th Ave.) $25
212-727-7026

West Village **Cafe Aseen**
117 W. 10th St. (Greenwich & 9th Ave.) $28
212-533-0348

West Village **Chow Ber**
230 W. 4th St. (W. 10 & Christopher St.) $25
212-633-2212

West Village **Gobo**
401 6th Ave. (bet. 8th & Waverly Pl.) $20
212-255-3242

East Village **Chiee 1 Antique Lounge**
50 Avenue B (bet. 3rd & 4th St.) $25
212-875-0685

East Village **Friend House**
106 3rd Ave. $30
212-677-1838

East Village **Kion Restaurent**
509 E. 6th St. (bet. A & B Ave.) $25
212-529-5200

East Village **Lucky Chnng's**
24 1st Ave. (bet. 1st & 2nd St.) $30
212-473-0516

East Village **MA*YA**
234 E. 4th St. (bet. Ave. A & B) $20
646-313-1807

East Village **O G**
507 E. 6th St. (bet. Ave. A & B) $30
212-477-4645

Lower Mhn **Kampuchee Noodle Ber**
79 Rivington St. (at Allen St.) $25
212-529-3301

Lower Mhn **Rice**
292 Elizabeth St. (Houston & Bleecker) $15
212-226-5775

Brooklyn **Chai Home Kitchee**
124 N. 6th St. (at Berry St.) $16
718-599-5885

Brooklyn **Rice**
198 DeKalb Ave. (at Cumberland St.) $20
718-858-2700

Brooklyn **Rice**
81 Washington St. (bet. Front & York St.) $20
718-222-9880

Long Island **TOKU**
2014C Northan Blvd. Manhasset NY 11030 $50
516-627-2658

New Jersey **AOZORA Restaurant**
407 Bloomfield Ave. Montclair NJ 07042 $50
973-233-3400

New Jersey **Su Rnsteurent**
725 River Rd. Edgewater NJ 07020 $16
201-840-7988

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LIFESTYLE

MONO-LOGUE –VOL.4–

HONDASHI BY AJINOMOTO

JAPANESE BOOK RANKING

BEAUTY INTERVIEW

KATSUKO WATANABE (KATSUKO HAIR SALON)

TRAVEL

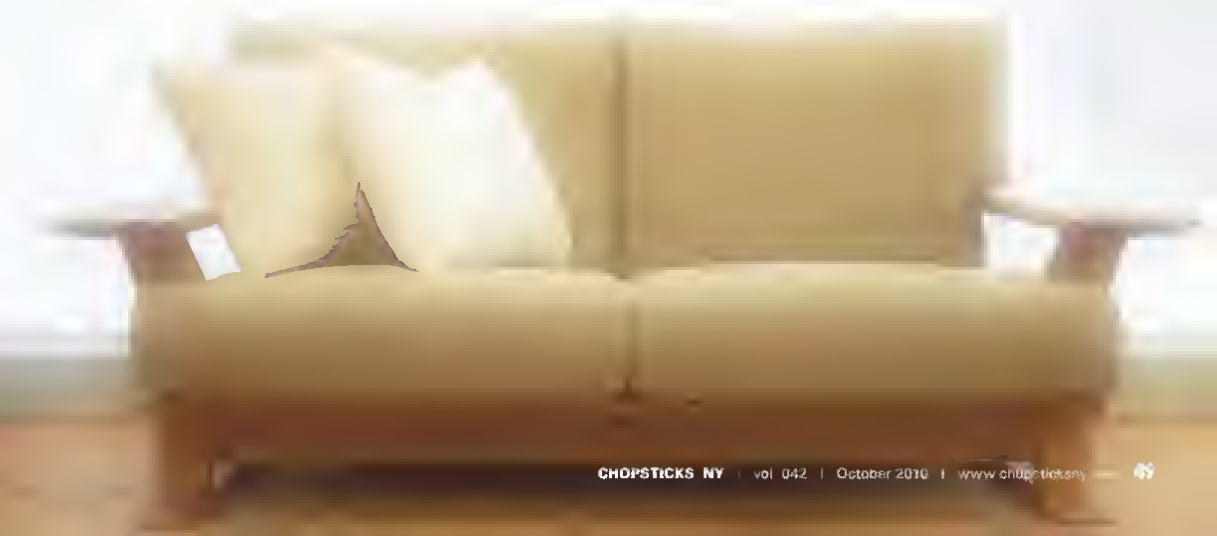
DISCOVER THE NORTHERN HONSHU: AOMORI

LANGUAGE: SENSEI INTERVIEW –VOL.6–

YASUSHI TAMAKI (NEW YORK JAPANESE LANGUAGE SCHOOL)

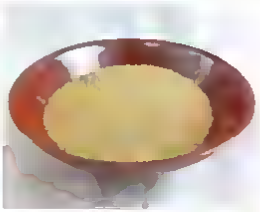
LISTINGS

SHOP / BEAUTY / HEALTH / SCHOOL



MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality



Introduced to the Japanese market in 1970, HONDASHI is a staple in every household today

Masterfully blending multiple types of smoked bonito, HONDASHI creates a complex flavor.

If you have HONDASHI, it's easy to make miso soup every day. It also enhances stir-fries, simmered dishes, and salads.

Vol. 5 - MONO of the month

HONDASHI by Ajinomoto

In any discussion of Japanese cuisine, dashi comes up as an essential element. Japanese use dashi for shirumono (soup), nimono (simmered dish), ohitashi (marinated boiled dish), tare (dipping sauce) and even itamemono (stir fried dish). Equivalent to stock, fond de veau and bouillon in Western cuisine and tang in Chinese cuisine, dashi, with its abundance of umami (savoriness), determines the flavor of dishes. Traditionally, Japanese have used various ingredients to produce dashi — bonito flakes, dried seaweed, dried sardines, dried mushrooms, and dried scallops, for example — and manipulating the ingredients to produce the best flavor is the ultimate goal of every chef of Japanese cuisine. With the granulated dashi base of Ajinomoto's HONDASHI, however, everyone can cook like a superb chef without special training.

HONDASHI, which first came on the market in 1970, employs the most commonly used dashi base, bonito. HONDASHI is made by grinding dry bonito, mixing them with additional ingredients such as sugar, salt, and yeast extract; and then granulating this mixture. The granulated dashi can be dissolved into water very easily and is convenient for household use. The magnificence of HONDASHI, however, is not based on convenience alone. To please the demanding palates of Japan, Ajinomoto's development team created two types of bonito blends. The fuka-bushi, or deep smoked type, has a nutty, roasted aroma, and the asa-bushi, or lightly smoked type, has a mild flavor. Using scientific analysis as well as the expertise of bonito-flake makers, the team also determined the best wood for producing just the right smoke for bonito flakes. They found that oak trees are best and that weathering them in the rain removes the trees' bitterness. It might sound too passionate, but this is how Ajinomoto crafted the exquisite flavors and aromas of HONDASHI.

You can make professional-level dashi just by dissolving HONDASHI. You can enjoy the aroma from the ingredients if you use half of the HONDASHI for simmering and the other half for finishing. HONDASHI is not only for soups and simmered dishes but also for stir-frying, baking, and even dressings. It's a secret weapon for tamagoyaki (Japanese omelets), takoyaki (fried octopus), fried rice, and Japanese style hamburgers, just to name a few.

The primary benefits of HONDASHI are reducing the work of cooking dashi from base ingredients and getting restaurant-quality dashi broth at home, but HONDASHI also boasts the same health benefits as homemade bonito based dashi, which is thought to alleviate exhaustion both physically and mentally.

In Japan, Ajinomoto sells varieties of HONDASHI made from seaweed, dried sardines, and a bonito and seaweed mix as well as a calcium-fortified version, but the four HONDASHI sizes available in the U.S. are all bonito-based. Versatile, easy to use, and full of health benefits — HONDASHI is one item you'd better put in your shopping cart.

Ajinomoto Co., Inc
www.ajinomoto.co.jp (Japanese only)

Ajinomoto USA, Inc.
www.ajinomoto.com / www.ajinomoto-usa.com

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

Coupon available at www.chopsticksny.com

FASHION

Upper West — Bit'z Kids
410 Columbus Ave (bet. 79th & 80th St.) | 212-724-1415 — Clothing

Upper East — R by 45rpm
17 E 71st St (bet Madison Ave and 5th Ave) | 212-737-5545 — Clothing

Upper East — Seiga Accessories
1242 Madison Ave (bet. 89th & 90th St.) | 212-534-6275 — Accessories

Upper East — SEIGO NECKWEAR
1249 Madison Ave (bet. 89th & 90th St.) | 212-987-0131 — Accessories

Gramercy — Nippiu

Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits, from small 30A to full 40H, to enhance body shape. Three-step system gradually reshapes tissue through a series of bras to increase lift naturally.

96 Madison Ave (bet. 27th & 28th Sts.) | 212-689-2223 | www.nippiu.com — Lingerie Shop

East Village — ARGOSY
428 E 9th St (bet. 1st Ave. & Ave A) | 212-982-7518 — Clothing

East Village — Local Clothing
325 E 9th St (bet. 1st & 2nd Ave.) | 212-777-3950 — Clothing

East Village — Tokio 7
83 E 7th St (bet. 1st & 2nd Ave.) | 212-353-8443 — Clothing

East Village — Tokyo Joe
334 E. 11th St. (bet. 1st & 2nd Ave.) | 212-473-0724 — Clothing

Lower Mhn — Arth
75 W. Houston St. (Wooster & W. Broadway) | 212-539-1431 — Accessories

Lower Mhn — Bit'z Kids Tribeca
275 Greenwich St. (bet. Warren & Murry St.) | 212-571-0903 — Clothing

Lower Mhn — Facial Index
104 Grand St. (at Mercer St.) | 646-613-1055 — Eyewear

Lower Mhn — Jaako Yoshioka
580 Broadway 2 Fl (W Prince & W Houston) | 212-209-3302 — Clothing

Lower Mhn — Kaori's Closet
71 W. Houston St. (Wooster St. & W. Broadway) | 212-387-7788 — Clothing

Lower Mhn — Medema Killar
396 Broome St. (bet. Lafayette & Mulberry) | 212-505-3332 — Clothing

Lower Mhn — Miako Mintz
65 Thompson St. (bet. Spring & Broom St.) | 212-627-1524 — Clothing

Lower Mhn — Mika Isetome
93 Reade St. 2Fl (bet. W Broadway and Church) | 212-966-7777 — Clothing

Lower Mhn — R by 45rpm
168 Mercer St. (at Houston St.) | 917-237-0045 — Clothing

Lower Mhn — UNIQLO
546 Broadway (bet. Prince & Spring St.) | 917-237-8000 — Clothing

Lower Mhn — Yamak
321 1/2 Bleecker St. (Christopher & Grove) | 212-807-9100 — Clothing

Lower Mhn — Yohji Yamamoto
103 Grand St. (at Mercer St.) | 212-966-9066 — Clothing

Online — TokyoNY
mfr@tokyony.com | 917-743-4777 — Accessories

J-POP CULTURE

Midtown West — HQ Video
21 W. 45th St. 2nd Fl. (bet. 10th & 11th Ave.) | 212-995-0199 — Video Rental

Midtown West — Jim Hanley's Universe
4 W. 33rd St. (bet. 5th Ave. & Broadway) | 212-268-7088 — Manga

Midtown West — Kinokuniya Bookstores
1073 6th Ave. (bet. 40th & 41st St.) | 212-869-1700 — Book

Midtown West — Midnight USA
35 W. 43rd St. 2nd Fl. (bet. 5th & 6th Ave.) | 212-827-0502 — Video Rental

Midtown West — Midtown Comics
200 W. 40th St. (at 7th Ave.) | 212-302-8192 — Anime

Midtown East — Book Off
49 W. 45th St. (bet. 5th & 6th Aves.) | 212-685-1410 — Manga

Midtown East — Midtown Comics
459 Lexington Ave. (at 45th St.) | 212-302-8192 — Anime

Chelsea — Cosmic Comics
10 E. 23rd St. 2nd Fl. (at Madison Ave.) | 212-460-5322 — Manga

Chelsea — Imaga Anima
242 W. 30th St. (bet. 7th & 8th Ave.) | 212-631-0566 — Anime

West Village — AC Gears
56 E. 9th St. (at Mercer St.) | 212-260-2289 — Toy

East Village — Forbidden Planet
840 Broadway (at 13th St.) | 212-473-1576 — Toy

East Village — Kim's Video St. Marks
124 1st Ave. (bet. 7th St. and St. Mark Pl.) | 212-533-7350 — Anime

East Village — St. Marks Comics
11 St. Marks Pl. (bet. 2nd & 3rd Ave.) | 212-591-3433 — Manga

East Village — Saarise Mart
4 Stuyvesant St. (bet. 3rd Ave. & 9th St.) | 212-558-3040 — Video Rental

East Village — Toy Tokyo
91 2nd Ave. (bet. 5th & 6th St.) | 212-673-5424 — Toy

East Village — Video Games New York
202 E. 9th St. (at 3rd Ave.) | 212-533-1039 — Toy

Lower Mhn — kidrobot
126 Prince St. (bet. Greene & Wooster) | 212-966-9688 — Toy

Anime Castle
Anime Video | Apparel | Books | Games
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35-32 Union Street, Flushing, NY 11354
77 Searing Avenue, Mineola, NY 11501
516-214-4484
www.animecastle.com
THE BIGGEST SELECTION OF ANIME & MANGA ONLINE

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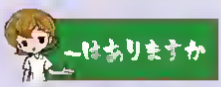


"~WA ARIMASU KA"

【meaning】 Do you have~?

【usage】 If you'd like to check whether a store or restaurant carries what you want, use this phrase. Put the word for what you want in the beginning of the sentence: for example: Manga hon (comic books) wa arimasu ka? or Ramen wa arimasu ka?

Queens **Anime Castle**
35-32 Union St. Flushing NY 11354
347-438-1296
Anime

Long Island **Anime Castle**
77 Searing Avenue Mineola NY 11501
516-214-4484
Anime

TRADITIONAL

Upper East **Sara**
950 Lexington Ave. (bet. 69th & 70th St.)
212-772-3243
Dishware

Midtown East **Japanese Culinary Center**
711 3rd Ave. (at 45th St.)
212-661-3333
Dishware/ General

Midtown East **Katagiri & Co., Inc.**
226 E. 56th St. (bet. 2nd & 3rd Ave.)
212-838-5453
Dishware

Midtown East **Lotus Books and Gifts**
151 E. 57th St. 3rd Fl. (bet. Lex & 3rd Ave)
212-855-0888
General

Midtown East **Misomoto**
608 Fifth Ave. (at 49th St.)
212-489-3747
Confectionery

Chelsea **KYOTOYA**
23 W. 19th St. (bet. 5th & 6th Ave.)
212-414-0720
General

Chelsea **Po'An**
521 W. 26th St. (bet.10th&11th St)
212-627-4899
Dishware

East Village **Makari**

Makari offers innovative and traditional premium quality products from Japan. We carry tableware, chinaware, furniture, kimono, ornaments and art from Edo to Showa period as well as contemporary items like tea & sake cups, tenugui and more!
37 Third Ave. (bet. 12th & 13th St.)
212-995-5888 www.themakari.com
Antique/ General

Lower Manhattan **KITEYA SOHO**
Kiteya means "please visit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids clothing, washi papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
164 Broome St. (bet. Mercer & Greene St.)
212.219-7505 www.kiteya.com
General

Lower Manhattan **The Kimono House**

They carry over 100 kimonos ranging from formal traditional to casual, new and vintage. A wide variety of Obis, Tabi socks and other kimono accessories are available. They also offer Kitsuke (kimono dressing) services for weddings and special occasions.
182 Spring St. (at Thompson St.)
212-505-0232 http://kimonohouse.blogspot.com
Kimono

Lower Manhattan **Korin**
57 Warren St. (bet. Church St and W. B'way)
212-587-7021
Dishware

Lower Manhattan **Seasons**
115 Crosby St. (bet.Hudson & Prince St.)
212-226-0757
Furniture

Queens **Seito Trading**
52-16 11th St., Long Island City NY 11101
718-472-5413
Dishware

New Jersey **Mars New York**
585 River Rd. Edgewater NJ 07020
201-945-1134
General

Nassau **Utsuwa-No-Yokata**

Art on plates is another aspect of enjoying a meal. Japanese tradition is to choose the right shape, size and colors of a plate to suit the food being served. Experience Japanese tableware at Utsuwa-No-Yokata, direct importer of Japanese potteries.
595 River Rd. Edgewater NJ 07020
201-941-1902 www.tokusa.com
Dishware

Pennsylvania **Morihata International**
428 North 13th St. Philadelphia PA
215-238-1328
General

Online **J-Life International, Inc.**

Live Japan. Bring the simplicity and elegance of Japanese design into your home or workspace. At J-Life we specialize in the traditional comforts of Japanese life with futons, zabuton, kotatsu, tatami, shoji and hundreds more exquisite products.
PO Box 1099 Conway NH 03818
1-866-363-9291 www.jlifeinternational.com
Home Decor

Online **Kimono Lily**
93 Flushing Ave. Brooklyn, NY 11205
800-363-2468
Kimono

Online **Wuhao New York**

Tenugui (te=hand, nugui=wipe) are Japanese cotton towels used as towels, wrapping, decorations and accessories. Art works of tenugui are unique and elegant. These simple cloths bring the beauty of Japanese tradition and style into your life.
536 W. 111th St. (Broadway & Amsterdam)
212-231-8121 www.wuhaonyc.com
Towel

GALLERY

Upper West Side **Gallery Sekiko**
155 W. 86th St. #1127 (Broadway & Amsterdam)
212-496-3263
Gallery

Chelsea **Gallery Chelsea 32**
2 W. 32nd St. (bet. Broadway & 5th Ave.)
646-546-7361
Gallery

Chelsea **Ippodo**
521 W. 26th St (bet.10th&11th St)
212-967-4899
Gallery

Chelsea **NYCoo Gallery**
1133 Broadway (bet.25th & 26th St)
212-690-1149
Gallery

Chelsea **Onishi Gallery**
521 W.26th St. (bet 10th & 11th Ave.)
212-695-8035
Gallery

Lower Manhattan **gallery onetwentyeight**
128 Rivington St. (bet. Essex & Norfolk)
212-674-0244
Gallery

Queens **Gallery Gen**
47-09 36th St. Long Island City NY11101
718-392-7717
Gallery

OTHER

Upper West Side **Absolute Piano**
1646 Park Ave (at 116th St.)
212-987-6173
Other Goods

Midtown West **Toho Shoji N.Y.**
990 8th Ave. (bet. 56th & 57th Ave.)
212-868-7466
Jewelry Supply

Midtown East **Terry May**
153 E 53rd St. (bet. Lexington & 3rd Ave.)
212-486-0303
Other Goods

Japanese Book Ranking (data provided by Kinokuniya Bookstore)

AKUNIN (THE VILLAIN) TOPS PAPERBACK RANKING

HARDCOVER TOP 5 IN JAPAN (9/6-12)

	Book title	Author	Publisher
1.	Nihongo Nouryoku Shiken Juken Annai	N/A	Bonjinsha
2.	THE SMAP MAGAZINE	N/A	Magazinehouse
3.	Kujikenaide	Toyo Shibata	Asuka Shinsha
4.	Korekara no "Seigi" no Henashi o Shiyou	Michael J Sandel	Hayakawashobo
5.	Moshi Koukou-yakuu no Joshi Manager ga Drucker no "Management" o Yondara	Natsumi Iwasaki	Diamondosha

THE MONTHLY PICK

KUJIKENAIDE
The author started writing poetry about 5 years ago when she was 92 years old and since then, she has written about her life, family and friends. Her self-published, maiden work, Kujikenaide (Don't Waver), recorded sales of 230,000 copies. The simple words woven by 98-year old amateur poet and veteran of life are encouraging and reach straight to the heart of anyone who reads them. (Rank #3)

PAPERBACK TOP 5 IN JAPAN (9/6-12)

	Book title	Author	Publisher
1.	Akunin 1	Shuichi Yoshida	Asahi Bunko
2.	Akunin 2	Shuichi Yoshida	Asahi Bunko
3.	Hankyu Densha	Hiro Arikawa	Gentosha
4.	Tokyojima	Natsuo Kirino	Shinchosha
5.	Yoake no Machi de	Keigo Higashino	Kadokawa Shoten

THE MONTHLY PICK

AKUNIN (VILLAIN) 1 & 2
A construction worker, Yuichi, devotedly looks after his grandparents who have raised him after he became an orphan. One day, he murders a woman whom he met via keitai (cell phone) matchmaking site, but he is convinced not to surrender by Yoshino, whom he also met via online matchmaking. The novel reveals how dysfunctional relationships function (and dysfunction) in modern Japan. (Rank #1, 2)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

NOBODY'S FOOL by Yoshitomo Nara
Created in partnership with Asia Society in conjunction with a major retrospective, this is the first comprehensive monograph on the work of art superstar Yoshitomo Nara. The book and exhibition will draw connections between Nara's work and the sensibilities of youth subcultures worldwide, focusing on themes of alienation and rebellion, particularly in relation to rock and punk music, the inspiration and subject of many of Nara's works.

AKE IVY by Powerhouse Books
Prep or Ivy fashion in photographic portrayal by three Japanese artists, Hajime Hasegawa, Toshiyuki Kuroda and Shosuke Ishizu, "Take Ivy" is an outsiders look at not only the Ivy League but at an American culture that is long gone. The Ivy style became popular and spread not as fashion but as something that introduced the everyday clothing of American students in Japan. Even today the often mentioned brand Uniqlo is connected to this style and its history.

Celebrate the spookiest time of a year with novel classics, set to humor with a dash of gore...

BOOKS Kinokuniya
1073 Ave of the Americas,
(bet 40th & 41st St Across from Bryant Park)
New York, NY 10018
P 212.869.1700
nyinfo@kinokuniya.com / www.kinokuniya.com
ASK ABOUT OUR MANGA/ANIME MEMBERSHIP CARD

And visit our booth at NY Comic Con/Anime Festival, 10/8-10/10

A deep treatment is essential during this seasonal change

Beauty Advisor of the Month: Katsuko Watanabe of Katsuko Hair Salon

What is the signature service of your hair salon?
Our Japanese hair straightening service has been well known since it was featured in a newspaper seven or eight years ago. We have customers from quite remote areas, like places one or two-hour drives from here and even customers from other states like Pennsylvania and New York come for this service.

What's so special about your Japanese hair-straightening?
According to my loyal customers, our straightening does not damage their hair. We offer a thorough consultation beforehand, and if a customer's hair is already damaged from over-processing or something, we ask her to wait another year or two until her hair is healthy enough for straightening. Also, we give customers advice on how to maintain the results longer. We are proud that all of our stylists can do this straightening process.

Would you give us any hair care advice for shifting from summer mode to fall?
A deep treatment is essential for repairing sun-damaged hair during this seasonal change. The treatment product we use here, INPHENOM, is especially effective. It's a five-step, in-salon treatment that fixes damaged hair from the inside, unlike other types of treatments that usually coat hair from the outside. We mainly use it for customers who have colored or straightened hair, but what's good about this treatment is that it can be applied to any type of hair. The effect lasts four to five weeks with proper home care. It's highly recommended.

Katsuko Hair Salon
2039 Lemoine Ave. (Basement Floor), Fort Lee, NJ 07024
TEL. 201-585-9699 / www.katsukosalon.com

Health Tips from Ms. Watanabe

Listen to the body's signals and eat what it says. If my body thinks I ate too much meat, I eat more vegetables. If it says I had too much salt, I avoid salt. Also, I have worn Shape-ups shoes for about three years. Our staff members also wear them and they seem to have had muscle pain the first couple of weeks, but I didn't have any problem at all. They're comfortable to wear and give great support. My knee and lower back pains have eased very much. I think they are especially good for people like hairstylists who have to stand all day long.

Beauty Guide

Indicated prices are basic haircut price for hair salons and recommended treatment price for spas.

Coupon available at www.chopsticksny.com

HAIR SALON

Upper West — Hoshi Coope III
2801 Broadway (at 108th St.) — F $40- M $40
212-663-0490

Upper East — Giovanni-Sacchi
1384 Lexington Ave. (bet. 90th & 91st Sts.) — F $50- M $30
212-360-5557

Upper East — Michi
201 E. 60th St. (bet. 2nd & 3rd Ave.) — F $75- M $50
212-752-0229

Upper East — Tomoka Shima Hair Salon

A comfortable and private atmosphere in the Upper East. Their stylists are highly reputable for high techniques and extensive knowledge to treat any hair types as well as Japanese Straightening Perms. Wedding hair & make-up service also available.

171 E. 92nd St. (bet. 3rd & Lexington Ave.) — F $60- M $65-
212-722-5828 www.tomokoshima.com

Midtown West — Midoma Salon-Gallery
545 8th Ave. (bet. 37th & 38th Sts.) — F 100- M 100-
917-432-2667

Midtown West — Mingla New York
10 W. 55th St. 2nd Fl. (bet. 5th & 6th Ave.) — F $80- M $70-
212-459-3320

Midtown West — Mitzu
57 W. 57th St. #1204 (at 6th Ave.) — F $145 M $115
212-757-5360

Midtown West — SALON VIJIN

From fabulous cuts to spectacular esthetic straight perms and colorings, Salon Vijin leads the way in hair styling and care for the future. Weekdays 10am-7pm, weekend 10am-6pm. Appointment recommended.

10 Rockefeller Plaza, Concourse Level — F $64 M $57
212-664-0064 www.salonvijin.com

Midtown East — Eiji International
601 Madison Ave. 6th Fl. (bet. 57th & 58th Sts.) — F $125- M $90
212-838-3454

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.) — F $60 M $55
212-986-2630

Midtown East — Hisako Salon
141 E. 47th St. 2nd Fl. (Lexington & 3rd Ave.) — F $60- M $45-
212-754-2910

Midtown East — Manish
231 E. 53rd St. (bet. 2nd & 3rd Ave.) — F $45- M $35-
212-755-2623

Midtown East — RH Plus Salon

RH+

Try the newest perm technology from Japan. Digital Hot Wave! The combination of digital perm and Japanese straightening perm creates a beautiful style by integrating straight hair with waves. We now offer Brazilian Keratin Treatment by popular demand.

905 3rd Ave., 2nd Fl. (bet. 53th & 50th Sts.) — F $60- M $50
212-644-8056 www.rhplusny.com

Midtown East — Momotaro
22 E. 49th St. 2Fl. (bet. Madison & 5th Ave.) — F $70- M $80-
212-751-2382

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison Ave.) — F $87- M $71
212-486-4744

Midtown East — Shige Kosoda
141 E. 56th St. (bet. 3rd & Lexington Ave.) — F $80 M $50
212-759-2397

Midtown East — Wava 55
1059 2nd Ave. (bet. 55th & 56th St.) — F $60- M $45-
212-355-7399

Chelsea — Cowlicks Japan
137 W. 19th St. (bet. 6th & 7th Ave.) — F $60- M $55
212-367-2123

Chelsea — Hisako Salon
193 7th Ave. (bet. 20th & 21St.) — F $53- M $40
212-366-2233

Chelsea — Hoshi Coope I
255 W. 19th St. (bet. 7th & 8th Ave.) — F $50- M $50
212-255-0770

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.) — F $55 M $55
212-620-3148

Gramercy — Hayato New York
125 E. 23rd St. 2nd Fl. (Park & Lex Ave.) — F $70- M $60
212-473-7373

West Village — Hair Moda
478 6th Ave. (bet. 11th & 12th St.) — F $50 M $50
646-351-8124

West Village — SEI-TOMOKO
142 W. 4th St. (Washington Sq. Pk & 6th Ave.) — F $35- M $35-
212-477-5475

West Village — YUI Salon

YUI Salon features the latest stylists from NY Fashion Week Fall/Winter 2005 Collection and Spring/Summer 2010. Our friendly staff reviews your hair and finishes up in a beautiful style. Cut, color, Japanese straight perm and head spa are always popular.

323 W. 11th St. (Greenwich & Washington) — F $70- M $60-
212-647-9303 www.yuisalon.com

East Village — 009
315 E. 9th St. (bet. 1st & 2nd Ave.) — F $60 M $50
212-677-2020

East Village — Ampersand
242 E. 4th St. (bet. Ave. A & B) — F $60 M $50
212-228-3450

East Village — Dlale
143 Avenue A (bet. 9th & 10th St.) — F $50- M $45-
212-777-5252

East Village — Hair Data
326 Bowery (bet. 2nd & 3rd St.) — F $50- M $45
212-228-8361

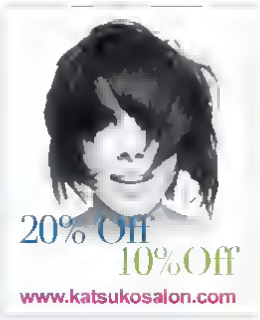
East Village — Hair Mates Downtown
13 3rd Ave. (bet. 7th & St. Marks Pl.) — F $40- M $35-
212-777-4712

East Village — Hoshi Coupa II
214 E. 9th St. (bet. 2nd & 3rd Ave.) — F $45- M $40
212-505-0383

East Village — I Salon
150 E. 14th St. (bet. 3rd & 4th Ave.) — F $40- M $35
212-505-0537

East Village — K2 Salon
219 E. 10th St. (bet. 1st & 2nd Ave.) — F $65- M $50-
212-260-5188

East Village — Lotus Salon on Ava A
31 Ave. A (bet. 2nd 3rd St.) — F $70 M $55
212-475-2743



KSS BEAUTY SPA
- Mole removal — $10 & up
- Beautifying Facial — $30
- Permanent Makeup — $180 & up
- Microdermabrasion Facial — $48
- Eyelash Perm — $38
- Eyelash Extension — $45 & up

KSS BEAUTY SPA
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bet. Canal & Hester St.
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Sat. & Sun. 10am-4pm
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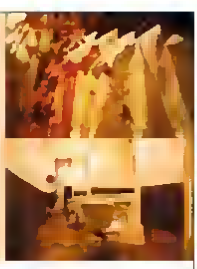
Water Purifier Aqua JB
Back-wash self-cleaning function
Long life cartridge that lasts over 10 years
Change your tap water into natural water
Easy set up
$540 (reg.) → $499
October Promotion (Until 10/31/10)
Enter the coupon code CS-AQUAJB and you will receive the discount, a bottle of Earth Wash, and Shipping & Handling FREE (Domestic Only)
www.junebees.com 1-847-380-1468

WHAT IS YOUR HAIR STYLE FOR THIS FALL?

Come and talk to our stylists about your new look for the new season

HAIR CUT — COLOR / HIGH LIGHT
JAPANESE STRAIGHT PERM
SOFT RELAXER — HEAD SPA



YUI SALON
WWW.YUISALON.COM
323 WEST 11TH ST., NYC 10014
(BET. GREENWICH & WASHINGTON ST.)
TEL 212 647 9303

Chelsea Fall Colors

Why should Mother Nature have all the fun? Get a bit of color of your own this fall

We offer full professional coloring services.

Come in for a free consultation and we will add color to your style

Cowlicks Japan

Hair and Shiatsu Salon
137 West 19th Street
(between 6th & 7th Avenue)
212 • 367 • 2123

Please visit us at http://cowlicksjapan.com for more information

East Village **Pirka Salon**
233 E 4th St (bet. Ave A & B)
212-673-6208
F $60
M $50

East Village **O Hair**
19 Bleecker St (bet. Mott & Elizabeth St.)
212-614-8723
F $54
M $84

East Village **Redge Salon**
263 E 10th St (bet. Ave. A & 1st Ave.)
212-777-3343
F $50-
M $45

East Village **SEI-TOMOKO**
240 E 13th St (bet. 2nd & 3rd Ave.)
212-533-9613
F $35-
M $35

East Village **SEI-TOMOKO 02**
126 F 4th St (bet. 1st & 2nd Ave.)
212-473-3320
F $35-
M $35

East Village **Shizen**
527 E 6th St (Bet. Ave. B & C)
212-777-2128
F $65
M $65

East Village **Takamichi Hair**
35 Great Jones St 7th Fl (Lafayette & E way)
212-420-7379
F $100-
M $35

East Village **Ueno Salon**
408 E 9th St (bet. 1st Ave. and Ave. A)
212-505-7773
F $60-
M $60

East Village **Yo-C Salon**

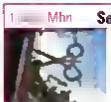
The owner styl st Yoshi uti zes funky & edgy styles of Tokyo elegance of Paris and aggres- ss veness of NY styles and l ght ghts ndiv dual dual customer's personality A combination of Japanese Straight Perm and cut s $300 & up Student discount ava lable C
225 E 5th St (bet. 2nd & 3rd Ave.)
212-529-0355 www.yo-csalon.com
F $75
M $75

Lower Mhn **Hoshi Coepo Soho**
193 Prince St (bet Sullivan St. and 6th Ave.)
212 255-0770
F $70-
M $60

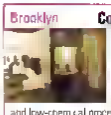
Lower Mhn **Lotus Salon North Moore**
34 North Moore St (bet. Hudson & Varick St.)
212-213-3539
F $100
M $80

Lower Mhn **Lotus Salon Prince St.**
7 Pr nce St (bet. Elizabeth & Bowery St.)
212 213-3233
F $50
M $75

Lower Mhn **Lotus Salon Reade St.**
141 Reade St (bet Hudson & Greenw ch St.)
212-601-7768
F $100
M $70

L ower Mhn **Salon Musa**

Masterminded by the owner and a veteran stylist Yoshi Yoshimura Salon Musa has finally opened its door in Soho New York The salon offers phenomenal Japanese style cutting techniques as well as color and perm treatments in a relaxing atmosphere
156 Sullivan St (bet W. Houston & Pr nce St)
646-484-6033 http://salonmusa.com
F $75-
M $60-

Lower Mhn **Ueno Salon**
218 Mulberry St (bet. Pr nce and Sp ng St.)
212-343 2233
F $65-
M $60

Brooklyn **Commune Salon & Gift**

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Westchester **Hiro's Hair Salon**
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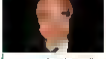

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DISCOVER THE NORTHERN HONSHU: AOMORI

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BULLET TRAIN TO JAPAN'S NORTHERN COUNTRY

Looking at the map of Japan, you realize that Japan's main island, Honshu is so large that there's a lot more there to explore than Tokyo and Kyoto. The northern region may look less crowded than most major destinations, but rich tradition and agricultural lifestyle create varieties of regional traits and food culture, and the area will become more accessible than ever from major cities this winter.

Japan's bullet train (a.k.a. shinkansen) is a model of modern public transportation, and the Japan Railway Co., Ltd., the operator of shinkansen, has completed the new extension of the line to the northern part of Honshu. Beginning December 4, 2010, the Tohoku shinkansen, the bullet train line going to the Tohoku region, will be extended to Shin-Aomori station, and the entire Tohoku shinkansen connects this station to Tokyo in 3 hours and 20 minutes. The JR is also going to start service with a brand-new model train in March 2011, named Hayabusa (Falcon), which will connect Tokyo and Shin-Aomori in only 3 hours and 5 minutes at the top speed of 200mph.

The bullet train line to the Tohoku region has operated to Hachinohe of Aomori Prefecture since 2002, but this December, the line will be extended to Shin-Aomori station, the capital of Aomori, the northernmost prefecture in Honshu. With many coastal areas and the harsh winter weather, Aomori's culture is illustrated with Japan's unique hospitality which is even greater during winter weather. Take the new Tohoku shinkansen to discover the warmth of Japan in the northern region of Honshu.

NEBUTA FESTIVAL

Maybe because of its harsh winter, Aomori celebrates summer big. Nebuta Festival is one of Japan's most culturally significant festivals, takes place in Aomori City every year in early August. Along with energetic chants of "rassé ra!," thousands of people carry huge lantern floats as tall as 16+ feet, made of rice paper in traditional samurai designs. These magnificent floats will be available for public viewing at the new cultural center Wa Rasse, which opens January 5, 2011. Experience the city's culture and today's life through the exhibition of Aomori's historic Nebuta Festival, including 5 life-size Nebuta lantern floats at Wa Rassé.

HOT SPRINGS

It would be wrong not to think of traveling to northern Japan where winter is particularly cold like in Aomori. Along with vast agricultural areas and deep woody mountains, Aomori has as many hot springs as other regions in Japan. The warmth of natural springs in the crisp winter air makes the experience unforgettable. Many hot spring spots in Aomori are more exposed to untouched nature. Some are in caves, between rocks, on the cliff or facing cold, wild oceans. Aomori is one of the off the beaten track natural hot springs areas in Tohoku, if you are looking for a rather adventurous trip to rugged nature.

RICH AGRICULTURAL PRODUCTS

Aomori is highly self-sufficient. The south is a very fertile flat agricultural area with rice and many other vegetable farming, and the north is the home of apple farming. The world's famous Fuji apple was born here, as well as Tsugaru brand, their superior honey-sweet regional apple.

With three sides facing water, Aomori has fabulous fishing culture. Accordingly Sushi is superior in the north because of the long coast line along cold tides in wild oceans where a lot of fish come around in the cold water. Good company for superior sushi is Japanese sake. Aomori's most famous is Momokawa Brewing, Inc. (http://www.momokawa.co.jp/en/index.html), producing high-quality sake since the early 17th century in Aomori with the fresh natural water from the local Oirase River and the superior local rice. The more north you go, the higher quality of rice they grow. Aomori is one of the regions with superior rice, and Momokawa Brewery examines characteristics of rice and water, and chooses the right ingredients with precision. Momokawa's signature levels have won many top awards in and out of Japan, now known among alcohol aficionados all over the world. Momokawa offers a half-hour tour of the brewery in English.

— *Nori Akashi* Public Relations Manager at the New York Office of JNTO

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Operated by the Japan Railway Co., Ltd. (JR), Tohoku Shinkansen is available for travelers with the popular JR Rail Pass. Since JR operates the majority of train systems in Japan, the pass allows you to get around smoother and the more you ride trains, the more you save. Tohoku Shinkansen is part of their system, and Aomori is easy to include in your itinerary. You must purchase the pass within the United States. Go to http://www.japanrailpass.net/eng/en001.html to find where to purchase and for more info.

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SENSEI INTERVIEW, VOL.6

"I'M CAREFUL ABOUT MAKING SURE STUDENTS KEEP THEIR CONFIDENCE."

Yasushi Temoki (New York Japanese Language School)

What kind of advice do you have for people studying Japanese?

Those who have just started studying Japanese can get easily overwhelmed but I suggest that they trying to hang on for just three months. Also, I encourage them to use Japanese as much as possible in writing, speaking and anything that crosses their mind.

What do you keep in mind while teaching?

I try not to cram students' minds by giving information only from my side. Instead I discuss the similarities and differences between their mother tongues and Japanese, and highlight what we discover through the discussion. It can be grammar, pronunciation, etc., and this can effectively make an impact on them.

What are the unique ways your school teaches Japanese?

Since I worked in the publishing industry as an editor of a business magazine for a long time, I teach expressions that can be practically used in business environments as well as in everyday conversation. I also write for magazines targeting the younger generation, so every once in a while I tell my students about youth culture and pop culture. I've just taught one of my students Japanese history by using "Sento-kun." Do you know what it is? If you don't know it yet, try my class.

How do you encourage students if they encounter some difficulties?

What they are experiencing in everyday life might directly affect their studies, and this is especially true for younger students. So, I try to understand how they are doing without really being nosy. Also, it can be said for both beginners and advanced students, but I'm careful about making sure they keep their confidence and pride.

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TAMAKI-SENSEI'S MINI LESSON

There are many Japanese words which have very similar pronunciations but completely different meanings. Examples are "kirei" (beautiful) and "kirai" (to hate), "ja mata" (see you later)" and "jama" (a bother), and "okusan" (wife) and "okaasan" (mother). There is no way other than memorizing them, but if you remember them as a pair you can learn two words at a time!

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School Guide

The following is a list of schools where you can learn Japanese culture.

Coupon available at www.chopsticksny.com

LANGUAGE

Upper West — Your True Self — Japanese
501 Seminary Row (at Amsterdam Ave.)
212-678-4251

Upper East — Hunter College — Japanese
695 Park Ave. (bet. 68th & 69th St.)
212-472-6518

Upper East — Japanese Study Hall NY — Japanese
510 E. 80th St. (bet. 1st & York Ave.)
917-607-2917

Upper East — Musical Kids International — Japanese
1296 Lexington Ave. (at 88th St.)
212-935-5588

Midtown West — Columbia University — Japanese
2960 Broadway (bet. 114th & 115th St.)
212-854-1754

Midtown West — NY Japanese Language — Japanese
257 W. 38th St. 4th Fl. (bet. 7th & 8th Ave.)
646-345-5777

Midtown East — Amity Language Institute — Japanese
124 E. 40th St. #203 (bet. Park & Lex. Ave.)
212-867-6374

Midtown East — Hills Learning — Japanese

Hills Learning is the only language school in Chapstick NY that offers group classes and private lessons to Japanese as well as Korean, Chinese, Thai and English. Trial lessons are available, with no mandatory material or registration fees.

360 Lexington Ave. 17th Fl. (bet. 41st & 42nd St.)
646-340-4377 www.hillslearning.com

Midtown East — Inlec Language Institute, Inc. — Japanese
365 Lexington Ave. #300 (40th & 41st St.)
212-867-9000

Midtown East — Japan Society — Japanese
333 E. 47th St. (bet. 1st & 2nd Ave.)
212-832-1155

Midtown East — Language House — Japanese
545 Fifth Ave. # 310 (at 45th St.)
212-843-5458

Midtown East — PC Tech — Japanese
317 Madison Ave. #800 (at 42nd St.)
212-805-4754

Midtown East — Rennert New York — Japanese
215 E. 45th St. 17th Fl. (bet. 2nd & 3rd Ave.)
212-867-6700

Chelsea — ABC Language Exchange — Japanese
146 W. 29th St. #6E (bet. 6th & 7th Ave.)
212-563-7580

East Village — NYCNDA — Japanese

Provoking immersion into the Japanese language and culture for children ages 0-6 years in a fun environment. Their activities include play music songs crafts games and story time. Visit their website for full details and additional programs! Daycare ages 3-5 years.

315 E. 5th St. #1H (bet. 1st & 2nd Ave.)
646-334-7426 www.nycnda.com

Chelsea — Tenri — Japanese
43A W 13th St. (bet. 5th & 6th Ave.)
212-645-2600

Gramercy — Baruch College — Japanese
55 Lexington Ave. (bet. 24th & 25th St.)
646-312-1000

Lower Mhn — New York University — Japanese
145 4th Ave. (bet. 13th & 14th Sts.)
212-998-7200

Lower Mhn — Tribeca Language — Japanese
22 Harrison St. (Hudson & Greenwich St.)
212-219-9693

Westchester — GoNihonGo Language — Japanese
PO Box 33 White Plains, NY 10605
914-255-5298

Westchester — Int'l Lifelong Education — Japanese
81 Montgomery Ave. 2nd Fl. Scarsdale NY
914-723-7600

Upstate — Cornell University — Japanese
130 Stewart Ave. Ithaca, NY 14850
607-254-4630

Connecticut — Fairfield University — Japanese
1073 N. Benson Rd. Fairfield, CT 06824
203-254-4000

New Jersey — Japanese-American Society of New Jersey — Japanese

The language program is taught by highly trained instructors who qualify through their special certification program. Group and individual lessons are available on and off the premises as well as via Skype.

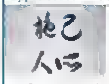
304 Main St. 2nd Floor Fort Lee, NJ 07024
201-461-5133 www.jasofnj.com

New Jersey — Rider University — Japanese
101 Walnut Ln. Princeton, NJ 08540
609-896-5000

TRADITIONAL

Upper West — Ikenobo Ikebana School — Ikebana
30 W. 60th St. 1K (Columbus & Broadway)
212-757-6748

Upper West — Seiko Shodo — Calligraphy



Private shodo lessons by an instructor with 30 years of shodo practice and an 8th dan - the highest shodo degree. Lessons can be arranged on Tue. Thu. Sat. and Sun. Monthly Bokuga-kai painting meetings are also held. Email: seikoushodou@gmail.com for more details.

315 W. 91st St. @ West End Ave.
212-247-2598 www.seikoushodou.com

Upper West — Sogetsu Ikebana School — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-873-6115

Upper East — Urasenke Chanoyu Ctr. — Sado
153 E. 68th St. (bet. 3rd & Lexington Ave.)
212-355-6151

Midtown West — Ellie's NY Floral Design — Ikebana
15 W. 44th St. 11th Fl. (bet. 5th & 6th St.)
212-871-3696

Midtown West — N.Y. Togei Kyoshitsu — Pottery

N.Y. Togei Kyoshitsu has been offering Japanese ceramic classes for beginner to advanced students since 1994. We teach traditional artistries, aesthetics and functionality of toge. 2.5 hour trial class is $35. Unlimited studio use for open studio members.

5 W. 30th St., 3rd Fl. (bet. Broadway & 5th Ave.)
212-268-1711 www.nytogei.com

Midtown West — NIHONWASOU USA — Kimono
1410 Broadway #2618 (bet. 38th & 39th St.)
212-869-0500

Midtown West — The Nippon Club — Sado
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

Midtown East — Lotus Books and Gifts — Ikebana
151 E. 57th St. 3rd Fl. (bet. Lex & 3rd Ave.)
212-744-5123

Chelsea — The Ohashi Institute — Shiatsu
147 W. 25th St. 8th Fl. (8th & 7th Ave.)
800-81-0-4190

West Village — Koho School of Sumi-E — Calligraphy
64 MacDougal St. (at W. Houston St.)
212-673-5190

Lower Mhn — Ikebana Flowers New York — Ikebana
173 Lafayette St. #207 (Broome & Grand St.)
212-255-3799

Lower Mhn — Kimisne Katada — Ooneo
226 Boulevard Glen Rock, NJ 07452
201-444-0511

Lower Mhn — The Kimono House — Kimono
192 Spring St. (at Thompson St.)
212-505-0232

Queens — Noshu-kai Ryukyu Dance School — Dance

The school offers Okinawan dance and singing classes in both traditional and folk styles. Singing lessons are taught using Sanshin, a traditional Okinawan 3 stringed lute. Lessons are held at a studio in NYC. Contact Junko Fisher for free trial lesson.

242-17A Oak Park Dr. Douglaston NY 11362
718-428-2837 www.Junkofisher.com

Japan — Ikebana International — Ikebana
info@ikebanany.org
212-724-7097

Japan — Dhara School — Ikebana
DharaNYC@aol.com
201-395-0353

MARTIAL ARTS

Upper West — Aikido Up Hara — Aikido
3 Henshaw St. (Riverside Dr. & Dyckman St.)
646-463-8700

Upper West — Kokushi Budo Institute — Judo
332 Riverside Dr. (bet. 105th & 106th St.)
212-666-6777

Upper West — Shorinryu Matsubayoshi — Karate
131 W. 72 St. 2R (bet. Amsterdam & Columbus)
212-875-8126

Upper West — Shotokan Karate-Do NY — Karate
2121 Broadway 4th Fl. (at 74th St.)
212-769-5500

Upper West — UWS Kenshikai Karate — Karate
525 Columbus Ave. (bet. 105th & 106th St.)
917-251-0467

Upper East — Aikido Shoho Dojo — Aikido
350 E. 92nd St. (at 1st Ave.)
646-509-9212

Upper East — Kaizen Karate Dojo — Karate
1786 3rd Ave. (at 89th St.)
212-828-5678

Upper East — Ultimate Karate USA — Karate
1550 3rd Ave. 3rd Fl. (at 107th St.)
212-425-4666

Upper East — WTKO Honbu Dojo — Karate
209 E. 83rd St. (bet. 2nd & 3rd Ave.)
212-207-1907

Midtown West — New York Budokai — Karate
520 8th Ave. 18th Fl. (bet. 36th & 37th St.)
212-439-2153

Midtown West — Shinjinbukan Shorin Ryu — Karate

Traditional Okinawan Karate — The Shinjinbukan School was founded by Onaga Yoshimitsu Kaicho in Okinawa, Japan. The New York Branch is a private Dojo offering classes to a selected group of students of all ages. For an appointment contact Sensei Jimmy Mora.

535 8th Ave. #307 (bet. 36th & 37th St.)
917-400-9153 www.shinjinbukan.com

Midtown West — Shinkyokushinkai NY — Karate
260 W. 36th St. 3rd Fl. (bet. 7th & 8th Ave.)
646-235-0293

Midtown East — Kenshinkaikan Karate — Karate
YMCA, 224 E. 47 St. (bet. 2nd & 3rd Ave.)
212-756-9600

Midtown East — KYOKUSHIN KARATE NY Branch — Karate

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285 Madison Ave. 9th Fl. (at 39th St.)
212-947-3334 www.kkny.net

Midtown East — N.Y. Shorin Ryu Karate — Karate
131 W. 26th St. 9th Fl. (bet. 6th & 7th Ave.)
212-486-9600

Chelsea — Bond Street Dojo — Aikido
214 W. 29th St. 3rd Fl. (bet. 7th & 8th Ave.)
212-477-0538

Chelsea — Eizanryu Jujitsu Biwako — Jiu Jitsu
214 W. 29th St. 3rd Fl. (bet. 7th & 8th Ave.)
212-260-0927

Chelsea — Modern Japanese Karate — Karate
151 W. 26th St. 6th Fl. (bet. 6th & 7th Ave.)
212-537-6441

Chelsea — New York Aikikai — Aikido
142 W. 16th St. 2nd Fl. (bet. 6th & 7th Ave.)
212-242-6248

Chelsea — Shin Budo Kai Aikido — Aikido
72 8th Ave. Lower Level (at 14th St.)
212-691-1378

Chelsea — Shorinji Kempo NYC Branch — Karate
151 W. 26 St. 6Fl. (bet. 6th & 7th Ave.)
917-721-4729

Chelsea — Tiger Schulmann's — Mix
35 W. 19th St. (bet. 6th Ave. & Broadway)
212-727-0773

Chelsea — U.S. Budo Kai-Kan — Karate
110 W. 14th St. 2 Fl. (bet. 6th & 7th Ave.)
212-807-7336

Chelsea — World Kanreikai Karate — Karate
4 W. 16th St. 3rd Fl. (at 16th St.)
212-677-9226

Chelsea — World Dynamo Karate — Karate
35 W. 31st St. 6Fl. (bet. 5th Ave. & Broadway)
212-629-7709

Chelsea — World Saido Karate — Karate
91 W. 23rd St. 2nd Fl. (bet. 5th & 6th Ave.)
212-924-0511

East Village — Karate Honma Dojo — Karate
56 E. 11th St. 5th Fl. (University Pl. & Broadway)
212-505-3656

East Village — New York Jiu Jitsu — Jiu Jitsu
696 Broadway Lower Level (at Bond St.)
212-343-9310

Lower Mhn **Ken Zen Institute**
54 Thomas St (bet Church & W Broadway) — Kendo
212-406-9104

Lower Mhn **Oishi Judo Club**
Develop f mess knowledge and confidence in a challeng ng and fr endly atmosphere You w ll learn a martial art that comb nes coord nat on focus and the ability to NOT hurt your opponent as well as that benefits your health self-disc pline and self-defense
547 Greenwich St (bet. Charlton & Vandam St.) — Judo
212-966-5850 www.oishijudo.com

Brooklyn **Aikido of Park Slope**
555 5th Ave (at 15th St.) — Aikido
718-788-5332

Brooklyn **Japan Karate Assoc**
585 5th Ave (at 16th St.) — Karate
718-788-3345

Queens **School of Taijutsu**
475 Onderdonk Ave Ridgewood NY 11385 — Mix
917-443-7035

Long Island **NY Soo Tae Karate**
1370A Majors Path Southampton NY 11968 — Karate
516-903-1448

Staten Island **Judo & Jujitsu Dojo**
3502 Amboy Rd Staten Island NY 10306 — Judo
718-619-0150

New Jersey **KYOKUSHIN KARATE NJ Branch**
360 Old River Rd Edgewater NJ 07020 — Karate
212-547-3334

New Jersey **Ridgewood Karate School**
30 Cottage Pl Ridgewood NJ 07450 — Karate
201-447-2272

New Jersey **Yoshitsune Jujutsu Kai**

A Japanese Martial Arts School that tra ns n Nakko Ryu Jujutsu and Ryushin J gen Ryu Ien Our goal is to help our members achieve excellence n technique character a d confidence Dues are affordable and no contracts Free introductory class available
434 Broadway Bayonne NJ 07002 — Jujutsu & Iaido
201-725-9013 www.yoshitsune-jujutsu-ka.com

OTHER

Upper East **Soori Weaving Arts**
227 E. 67th St (bet. 2nd & 3rd Aves.) — Other School
212-722-2686

Midtown West **Mud, Sweat & Tears**
654 10th Ave (at 46th St.) — Pottery
212-974-0121

Midtown West **The Nippon Club**
145 W. 57th St. (bet. 6th & 7th Ave.) — Dance
212-581-2223

Midtown West **The School for Strings**
419 W. 54th St (bet. 9th & 10th Ave.) — Music
212-315-0915

Midtown West **Toho Shoji N.Y.**
950 6th Ave. (bet. 36th & 37th Ave.) — Jewelry Making
212-695-7465

Midtown East **The DDJD**
The Dojo
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255 Mad son Ave 5th Fl (at 39th St.) — Training Studio
212-947-8334 www.kkny.net

Midtown East **Lavender Laser Cosmetic**
18 E 41 St 1Fl (bet. 5th & Madison Ave.) — Other School
212-683-0041

Chelsea **CDBU**
69 W 14th St 3rFl (bet. 5th & 6th Ave.) — Japanese Drum
917 304-2722

Chelsea **Sachiyo Ito & Dance Co**
405 W 23rd St #G (at 9th Ave.) — Dance
212-627-0265

Brooklyn **forte>piano studio**
www.ak.kosasaki.com/fortep anoinstud o.htm — Piano
917-622-0365

Queens **The Arts Core Center**
33-24 Northern Blvd (bet. 33rd & 34th St.) — Dance
718-729-3568

Long Island **Japanese Cooking Studio**
Mamm@JapaneseCookingStudio.com — Cooking
516-297-5761

JAPAN POP QUIZ

This image is the outline of a prefecture in Japan. Which prefecture is it?

1. Fukui Prefecture
2. Yamagata Prefecture
3. Kochi Prefecture
4. Kanagawa Prefecture

International Children's Day Celebration

ISF's annual event, *International Children's Day Celebration (Shichigosan)* will be held in **New York on Oct 23rd & 24th,** and the **Washington, DC area on Oct 30th & 31st**

Shichigosan is known the world over as one of the most graceful ceremonies. It celebrates children's good health and happiness at the ge 3 and 5 for boys, and 3 and 7 for girls. Everyone is welcome to attend regardless of religion and nationality. Come and experience this Japanese beautiful ceremony

Registration is required by Oct. 4th
Please register from our website
http //www.shinto org/isf

Are there any volunteers for this event?
Kimono wearing helper, conductor
Please feel free to contact us.

International Shinto Foundation New York Center
300 W. 55th St. 20B, New York, NY, 10019
Tel +1-212-686-9117 Fax +1-212-686-7111
Email NewYork@shinto.org

TOKYO MARATHON 2011

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JTB USA, Inc. will take care of everything to ensure a wonderful marathon experience and a great time while in Tokyo.

SCHEDULE

Feb.23 WED	Feb.24 THU	Feb.25 FRI	Feb.26 SAT	Feb.27 SUN	Feb.28 MON
Depart from the U.S.	Arrive at Narita Int'l Airport	Registration Day at Tokyo Big Sight		Tokyo Marathon	Depart from Japan

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- Round trip airport limousine bus coupons
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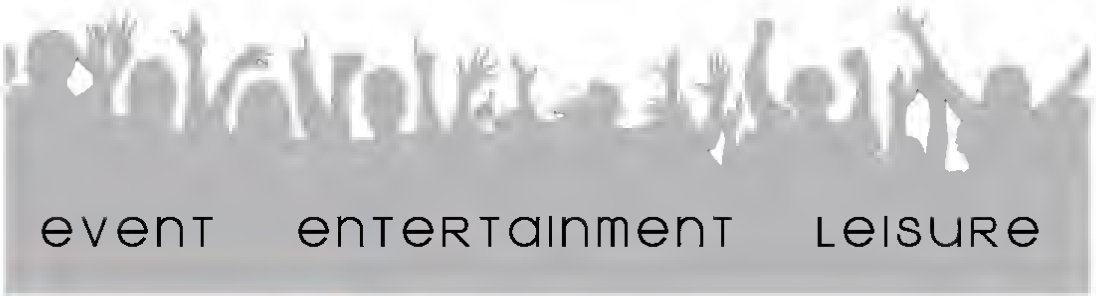
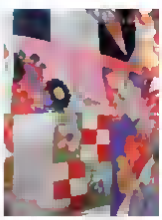
www.jtbusa.com/en njm@jtbusa.com



Exhibition

Through October 20
Kimono Fabrics Private Show and Sale
The Kimono House



Kimono specialists, The Kimono House in Soho, are presenting a personal viewing of rare and unique pieces of vintage and antique kimono fabrics such as Chirimen Meisen, Yuzen and other unique kimono patterns from the 1920's through 50s. This is a great opportunity for artists, designers, quilters, art students and others who are interested in purchasing unique fabrics. You will be able to purchase fabric from $5-$45 at this show. Because it's a private viewing, this sale is by appointment only.
Location: 182 Spring St (at Thompson St.)
New York, NY 10012
TEL. 212.505.0232

September 23 – October 23 FREE
Sato Toru: Phantaamol Core-Formed Glass
Ippodo Gallery
Ippodo Gallery will hold an exhibition on core-forming glass artist, SATO Toru. His core-formed glass represents an ancient technique, dating back to the civilizations of Mesopotamia and Egypt that has been sublimated into traditional Japanese crafts. His designs are inspired by Noh drama costumes, kimonos, lacquerware, and consist of evocative shapes, colors and patterns. Thirty of these translucent fantasies, perfume bottles and lidded containers that SATO has created, will be on display and interestingly combined with Ippodo Gallery's tea ceremony utensil sets for use as tea-confection containers.
Location: 521 W. 26th St., 8F (bet. 10th & 11th Aves.)
New York, NY 10001
TEL: 212-967-4899 / www.ippodogallery.com

September 25 - October 9 FREE
Woodblock Print Exhibition by Koichiro Yoshimura
Makari
Japanese antique shop, Makari, is presenting a woodblock print exhibition by Koichiro Yoshimura. The artist studied at Tokyo University of the Arts and subsequently worked as a textile designer. In this series, Koichiro Yoshimura's beautiful art deco style geometric patterns and fantasy images make references to Paul Klee and his colorful abstractions. Yoshimura's work encompasses the spirit of modernism.
Location: 97 3rd Ave., (bet. 13th & 12th Sts.)
New York, NY 10003
TEL. 212-995-5888 / www.theMakari.com

Through January 9 FREE
Works by Harumi Ori: "I am here"
FAB's Art Up
Fourth Arts Block (FAB) is presenting "I am here" by downtown artist, Harumi Ori. "I am here" is a continuing series of sculptural compositions that depict various street scenes of New York City. The exhibit will display a site-specific 4 x 24 foot seamless orange construction mesh relief of a local street scene and will be mounted 14 feet above the sidewalk on the ArtUp scaffolding bridge at 70 East 4th Street Cultural Center. Think Coffee will also be running a concurrent exhibition of Harumi's work at their Bleecker Street location until Oct. 7.
Location: 1 Bleecker St. (at Bowery)
New York, NY 10012
Info: www.fabnyc.org

October 4-9 FREE
Ishikawa no Katachi (ISHIKAWA Style)
The Nippon Gallery
The Nippon Gallery will hold an exhibition of the crafts and traditional industrial arts from Ishikawa Prefecture. The arts include their famous Wajima Lacquerware, Yamanaka Lacquerware and Kutani pottery. You also can see some table settings using those artworks as well. Opening ceremony will be held at 12:30pm on Oct. 4 and traditional instruments Yoko Rue (transverse flute) and Koto (Japanese harp) will be played at the ceremony.
Location: 145 W. 57th St., (bet. 7th & 8th Aves.)
New York, NY 10019
TEL. 212.581.2223 / www.nipponclub.org

October 5-23 FREE
Ryoko Aman: Fashion Exhibition in New York
Michi Gallery
Since her major debut in 1997, Ryoko Aman has dazzled the fashion art community with her spectacular clothing designs made with medical gauze. Commonly used in earlier times to wrap newborns, Ryoko Aman's interesting use of medical gauze creates not only a unique look for the wearer, but also a feeling of easy comfort and softness. Don't miss this rare opportunity to experience a truly original take on medical gauze clothing. Opening reception party will be held on Oct. 4 between 6-8pm.
Location: 208 E. 60th St. (bet. 2nd & 3rd Aves.)
New York, NY 10022
TEL. 212-752-9229

October 6-23 FREE
Mitsuko Yoshizawa/Rei Yoshizawa: "Reflections of Japanese Aesthetics" Exhibition
NY Coo Gallery
During the month of October, NY Coo Gallery will be hosting mother (Mitsuko) & daughter (Rei)'s eclectic

exhibition comprised of 3D objects and paintings Mitsuko has been continuously challenging herself to find new ways to express the essence and beauty of Japanese aesthetic art through painting The theme of her paintings feature plants and raw materials in a fantastic realm. Daughter Rei became interested in old Japanese kabuto (samurai warrior helmets), which has opened herself up to the beauty of Japanese traditional art Opening Reception will be held on Oct. 8 from 5 to 7 30pm.

Location: 1133 Broadway #335 (at 26th St.)
New York, NY 10010
TEL. 212-380-1149 / www.nyoo.com

October 9-13 FREE
Kega-Kutani Next Generation of Porcelain Paintings Exhibition and Demonstration
Sara Japanese Pottery

Famous for their gorgeous design, Kutani-Yaki is one of the traditional pottery styles in Japan It has been produced in Ishikawa Prefecture for about 350 years, and developed into modern aesthetics while keeping its essence Kutani-yaki artists of the new generation will demonstrate painting and exhibit their art works at Sara Japanese Pottery The demonstration will be held at MUGI Pottery and N Y Togei Kyoshitsu as well For more information, contact Mr Naoki Uemura of Sara Japanese Pottery

Location: 950 Lexington Ave., (bet 69th & 70th Sts.)
New York, NY 10021
TEL. 212 772-3243
www.saranyc.com / naoki@saranyc.com

October 23-November 7
Arita-Yaki Imari Porcelain Exhibit
Kinokuniya Bookstore

Kinokuniya will be hosting a special display of Arita-Yaki Imari porcelain exported from the town of Anta on Oct. 23-Nov 7 These beautiful porcelain pieces usually have a painted decor of foliage and flowers underglazed with blue and iron red on a white background On the second floor of Kinokuniya Bookstore, next to Cafe Zaiya, look for a special exhibit area that will be created using traditional Japanese materials (specially designed handmade rice paper screens to offset the space) and inside, the authentic Imari porcelain wares will be on display and up for sale at reasonable prices.

Location: 1073 Ave. of the Americas (bet 40th & 41st Sts.)
New York, NY 10018
TEL. 212-869-1700
www.kinokuniya.com

Lecture/Forum/ Film/Festival

October 22-28
Kaneto Shindo's Kuroneko
Film Forum

For one week only, the Film Forum will be showing Kaneto Shindo's highly acclaimed film, Kuroneko Adapted from a Japanese folk tale, Kaneto Shindo (The Island, Onibaba) blends the subtlest of special effects with Noh Theater-like stylization of action in this war period drama about a woman and daughter who are viciously murdered and a fearless samurai warrior who is charged with the job of hunting down and destroying their malevolent ghosts Shifting in tones from the horrific to the romantic, to even the erotic, Kaneto Shindo's forty two year old film remains as hauntingly powerful as ever

Location: 209 West Houston St. (bet Varick St. & 6th Ave.)
New York, NY 10014
TEL. 212 727 8110 / www.filmforum.org

September 24 FREE
Ballroom Dance Class
The Japanese-American Society of New Jersey

The Japanese-American Society of New Jersey (JAS of NJ) introduces and promotes Japanese culture to their neighborhood and creates the bond between Japanese people and local community through Japan related lectures, lessons and events They will start a new Ballroom Dance class in October, where you can learn basic steps and movements for this Latin style dance from renowned dancer and performer, Rio Koike To launch this new class JAS of NJ will offer a free trial class on Sep. 24 Try ballroom dance which even helps you adjust your posture and burn stress

Location: 304 Main St, 2 nd Fl., Fort Lee NJ 07024
TEL. 201-461-5133 / www.jasofnj.com

October 8
$9 Japanese Language Lesson for Chopsticks NY Readers
Hills Learning

Instead of going to a movie on Friday night, why not take a language lesson? Language school, Hills Learning is offering a special class to Chopsticks NY readers for the month of October For a limited time only, they are offering a $9 Beginning Japanese language class scheduled for Oct 8, 6 7pm To sign up please call or register through their website Payment is accepted with any major credit card

Location: 380 Lexington Ave., (at 42nd St.) 17th Fl.
New York, NY 10168
TEL. 646-340-4977 / www.hillslearning.com

October 3 & 24
Macrobiotic Counseling & Sunday Morning Lecture Series
Macrobiotic

Learn the latest information on Macrobiotic lifestyles for health and healing through master teacher and health researcher, John Kozinski's continuing Sunday Morning Lecture Series at Souen Restaurant. On Oct. 3, discuss incredible ideas about health that can change your life with the Myths and Truths of Food and Health class. And on Oct. 24, learn about a larger view of macrobiotic healing that embraces all methods of natural healing in the The Eight Macrobiotic Healing Strategies lecture Admission fee is $25 at the door Call or visit their website for scheduled times and detailed descriptions for each lecture

Location: Souen Restaurant
210 6th Ave., (at Prince St.), New York, NY 10014
TEL. 413-623-5925 / www.macrobiotic.com

October 5
Ikebana Demonstration by Sogetsu Master Eikou Sumura
Ikebana International

Ms Eikou Sumura, Master Instructor of the Sogetsu School of Ikebana, is scheduled to demonstrate her stunning Ikebana at the Nippon Club on October 5 Come join Ms Sumura as she uses many types of flowers and plants to create striking Ikebana Art for people of all ages to enjoy Admission fee is $80 for non-members which includes an Ikebana demonstration along with an elegant Shokado Bento lunch

Location: 145 W 57th St, 3 Fl (bet 6th & 7th Aves.)
New York, NY 10019
TEL. 212-581-2223 / info@ikebanany.org

Event

September 23
Sake-Tasting Event
The Joy of Sake

The Joy of Sake is the largest sake tasting event outside Japan, and has been held annually since 2001 This year's event will feature 329 sakes (164 sakes among them are currently unavailable in the U.S.) for tasting, along with appetizers presented by 12 of New York's finest restaurants

Location: 82 Mercer St., (bet Broome & Spring Sts.)
New York, NY 10012
Info: www.joyofsake.com

September 25
Japanese Food & Restaurant Show
NY Mutual Trading

NY Mutual Trading is announcing their 17th Annual Japanese Food & Restaurant Show! With the slogan, "Innovative Japanese Cuisine: Delicious Cuisine with a Healthy Impact", this year's event will feature new products, recipes, menus and special events including a knife etching and conditioning service by popular knife master Tsukiji Masamoto. There will also be a dishware and special equipment showcase as well as premium sake tasting from breweries from all over Japan. This event is open to retailers, restaurants, and food service professionals only. Free admission when registering on their website.

Location: Metropolitan Pavilion
125 W. 18th St. (bet. 6th and 7th Aves.), New York, NY 10011
TEL: 201-933-9555 / www.nymtc.com

September 26
92nd Street Y Street Festival
Consolate General of Japan

The 16th annual 92nd Street Y Street Festival is a great way to spend an afternoon with your family learning about different countries and cultures from around the world. This year's festival will be held on Sep. 26 from 11am to 5:30pm on Lexington Avenue from 79th Street to 94th Street, and will feature twelve nations' booths providing information, travel guidance, and cultural offerings. The Japan booth, sponsored by the Consulate General of Japan in New York, will feature a "Dress Like a Japanese Samurai" contest, where adults are given the opportunity to wear a samurai outfit. This event is being staged in conjunction with the 150-year Anniversary of the First Japanese Diplomatic Mission's visit to the United States who received enthusiastic welcome by the whole New York City when visiting samurai marched on Broadway.

Info: www.92y.org

October 9
Sake Expo & Food Show 2010
JFC International

JFC International, major wholesaler and distributor of the finest products from Japan's leading manufacturers, is presenting the Sake Expo & Food Show 2010 at the New Yorker Hotel. The Sake Expo & Food Show will feature newly arrived items from Japan, sake serving demonstrations and presentations from brewers, and a food presentation of JFC's most recommended items. Please note that this is a business-to-business event, and is open to restaurant and retail operators only. Participants must be 21 and over to attend this event.

Location: The New Yorker Hotel
481 8th Ave., (at 34th St.), New York, NY 10001
TEL: 718-456-8805
www.sakeexpert.com

October 10
Japan-Korea Autumn Street Fair
Japan Block Fair

Heralded as one of the most popular Japanese outdoor events in New York City, the Japan Block Fair's "spirit of healthy autumn" festival will take place on Sunday, Oct. 10 between 93rd and 94th Streets on Broadway from 11am-6pm with participation from various Korean vendors for the first time! Throughout the whole day, all of the Japanese exhibitors will be embracing the "spirit of healthy autumn" with traditional festival foods, nostalgic products, and an authentic ninja performance by Bujinkan Tastujin Dojo. The Korean vendors will also keep the theme in mind by providing traditional popular food, including bulgogi dog, kim bob, pajun, in addition to a wide range of cultural products, traditional Korean Dance, and a special appearance by the Korean Jude Kim Quartet. Plus, Japanese & Korean IKE-MEN (Eye-Catching Men) Contests will take places from 1pm & 3pm. Participating audience judges will win a $100 gift certificate for a beauty salon.

Info: www.japanblockfair.com

October 18
Chelsea's Monday Night Sake Event
Cowlicks Japan

Chelsea's Japanese hair salon Cowlicks Japan, is pairing up with the sake experts at SAKAYA and the Chef's from Wasan NY in a sake and food tasting event. SAKAYA will present three wonderful, sure to please, sake: Masumi Okuden Kantsukuri "Mirror of Truth" Junmai, Mantensei "Star filled Sky" Junmai Ginjo and Dewatsuru Hihaku Junmai Daiginjo. The master chefs and sommelier of Wasan will pair up three delicious seasonal appetizers to go with the sake. In addition a fourth sake will be served to demonstrate the creativity of sake brewers: Narutotai Ginjo Nama Genshu. The event will take place on Oct. 18 from 6:30pm to 8:30pm. Seating is limited to 25 guests. The fee for the event is $60 in advance and $65 at the door. Call for details or go to Cowlicks Japan's website for more information.

Location: 137 W. 19th St. (bet 6th and 7th Aves.)
TEL: 212-367-2123
www.cowlicksjapan.com/sake2010

October 23, 24, 30 & 31
International Children's Day Celebration
ISF (International Shinto foundation)

ISF's annual event, International Children's Day Festival (Shichigosan) will be held in New York on Oct. 23 and 24, and the Washington DC area on Oct. 30 & 31. Shichigosan is well known throughout the world as one of the most graceful ceremonies to come out of Japan. It celebrates children's good health and happiness at ages 3 and 5 for boys, and 3 and 7 for girls. Everyone is welcome to attend regardless of religion and nationality. Come and experience this beautiful Japanese ceremony this fall. To register, please go to www.shinto.org/isf. Registration is required by Oct. 4.

Location: 300 W. 55th St. (at 8th Ave.) 2GB, New York, NY 10019
TEL: 212-686-9117

November 8
2011 Jizake Portfolio Exhibition
Wine of Japan Import, Inc.

One of the leading importers and distributors of Japanese Sake, Jizake, Wine, Spirits and Beer in the U.S., Wine of Japan Import, Inc. is hosting a Jizake Portfolio Exhibition at the New York Warwick Hotel on Nov. 6. Meet with 30 brewers as they serve an extensive sake collection of over 100 brands, as well as new items. This is a business-to-business event and is not open to the public. For registration, write to rsvp@wineofjapan.com.

Location: 65 W. 54th St. (bet. 5th & 6th Aves.), New York, NY 10019
www.wineofjapan.com

Happenings

Opening New Practice Room and Free Room Rental for the First Hour
Absolute Piano

Absolute Piano is opening their new practice/recital space on the Upper West Side (exclusive to their members only). When you sign up, you will receive one hour practice time for free. Practice in total privacy on Steinway Baby Grand Piano or have your small recital in their

300 Sq Ft music room. The practice room is located at 72nd Street and Columbus Avenue. For information, email absolutepiano@aol.com

Location (Store): 1646 Park Ave., (bet 116th & 117th Sts.)
New York, NY 10035
TEL: 212-987 6173 / www.absolutepianoNY.com
(Practice room) 155 W. 72nd St., (bet. Columbus & Amsterdam Aves.)
New York, NY 10023

The Third Anniversary Special: Draft Beer and Ramen Discount

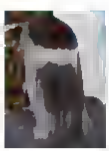
Hakete Tonton

Hakata Tonton, specializing in Hakata area's local cuisine and dishes with collagen, is celebrating its third anniversary, offering a glass of draft beer and a Hakata-style ramen for $3 each on Oct. 10 and 11. They will also give away a rice cake snack, Josuian Tsukushimochi (supplies are limited) to their customers.

Location: 61 Grove St., (bet 7th Ave. & Bleecker St.)
New York, NY 10014
TEL: 212-242-3699

20% Discount Off Hair Treatment For Chopsticks NY Readers

Katsuko Hair Salon

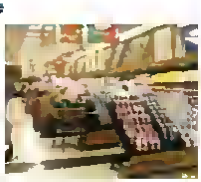


Katsuko Hair Salon in Fort Lee will offer a 20% discount off INPHENOM treatment for Chopsticks NY readers in October. The INPHENOM treatment, developed by leading Japanese hair products manufacturer, MILBON, has a great effect for repairing damaged hair. If you suffer from damage caused by dying, perm, or ultraviolet rays in summer, you should try it. For details, visit their website.

Location: 2039 Lemoine Ave., Fort Lee, NJ 07024
TEL: 201-585 9699 / www.katsukosalon.com

Fall Japanese Comfort Food Fair

Mitsuwa Marketplace



Mitsuwa Marketplace will hold various Japanese Comfort Food Fairs during the fall season. From Sep.30 to Oct.10, they will hold "Hotpot Fair" offering fish, meat, and vegetables at special prices as well as popular ingredients for hotpot like Shirataki, Konnyaku etc. At the same time, they will feature Marukome Miso, the foremost miso manufacturer, and sell a variety of fresh miso and ready to use miso products. From Oct.14 to 24, they will hold "Yoshoku (Japanese style western food) Fair," offering ingredients for croquettes, Omu Rice (an omelet with seasoned rice), etc. They also will highlight Japanese spice maker S&B and offer curry roux and stew roux that are necessary for cooking hearty yoshoku at home.

Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201-941 9113 / www.mitsuwa.com/english

Website Renewal Campaign

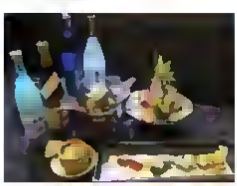
Ripplu

Custom fit lingerie store, Ripplu, has just redesigned their website. Celebrating this, they will offer an in-store discount campaign. They will discount $5 for customers who print the top page of the website and bring it in during the month of October. Also, if you become a friend on Facebook or a follower on Twitter, you will receive a $5 discount respectively. If you do all three, you will get up to $15 discount. The discount is valid for customers who spend over $60. Those who spend over $300 will receive a special giveaway as well. (Giveaway supplies are limited.)

Location: 66 Madison Ave., (bet. 27th & 28th Sts.)
New York, NY 10016
TEL: 212-599-2223 / www.ripplu.com

Discount on Japanese Draft Beer, Premium Sake and Shochu

Sushi Zen



Due to its popularity, Sushi Zen is extending their summer liquor promotion until Oct. 10, offering Japanese premium beer, sake, and shochu at discounted prices. The offer includes Sapporo imported premium draft beer (16 oz), Shirakawago (nigori) from Gifu, Shintaro (junmai sparkling) from Kochi, Kansansui (junmai dai-ginjo) from Fukuoka, and Kagiya (junmai namazake) from Ehime, three kinds of shochu, Gokoo (barley), Gyokuro (green tea), and Jinkoo (sweet potato). To complement their autumn and winter dishes such as nabe (hot pot), they will start another discount promotion from the end of September to the end of November, featuring premium sake such as Akita Homare (tokubetsu junmai) from Akita, Takasami (tokubetsu junmai) from Tottori, Kansansui (junmai dai-ginjo), and Kagiya (junmai namazake) and the five year aged plum wine Mito no-Kairakuen.

Location: 108 W. 44th St. (bet. 6th & 7th Aves.)
New York, NY 10036
TEL: 212-302-6707

Free Treatment and 20% Discount

Tomoko Shima Hair Salon

During the month of October, Tomoko Shima Hair Salon will have a special discount campaign for their fifth anniversary. They will offer quick moisture or scalp treatment for free and regular treatment (Reg. $50-55/Shampoo and blow dry are excluded) at $20 off for customers who order over $35 in services. The moisture treatment makes your hair soft and smooth and the scalp treatment removes excess oil and dirt from your scalp. Take this chance to revive your sun-damaged hair and get set for the new season.

Location: 171E. 92nd., (bet. Lex. & 3rd Aves.)
New York, NY 10128
TEL: 212 722 8828

October Oyster Fest

1 or 8

Nestled in the shadow of the Williamsburg Bridge, Japanese restaurant, 1 or 8, is now offering a special deal for oyster loving New Yorkers. From Oct. 1-31, oysters will be $12 per 1/2 dozen until their supply is completely gone. This applies for every night except Fri. and Sat. late nights between 12-2am.

Location: 66 South 2nd St., (bet. Wythe & Kent Aves.)
Brooklyn, NY 11211
TEL: 718-384-2152 / www.oneoneightbk.com

Discount Off Teeth Whitening With Zoom! Technology

Dr. Grace E. Jeon

Dr. Grace E. Jeon, a cosmetic dentistry specialist located in Rockefeller Center, is offering an enhanced teeth whitening procedure for the discounted price of $550 (Reg. $750) from Oct. 1– 31. Using a scientifically advanced tooth whitening procedure known as The Zoom! Chairside Whitening System, this special treatment will make your teeth dramatically whiter in just one office visit.

Location: 45 Rockefeller Plaza, (bet. 50th & 51st Sts.), Suite 1818
New York, NY 10111
TEL: 212-247-3421

$15 Off All Learning Class Passes for Chopsticks NY Readers

NYCNDA, LLC (NYC Let's Play in Japanese)

Japanese learning center for children, NYCNDA, is offering $15 off all cultural learning classes purchased for the

month of October. This includes an exclusive Thursday afternoon hoikuen (Japanese preschool) session, which also includes a 30-minute traditional karate class taught in Japanese by a local karate master. 3-5 year olds are also welcome to join NYCNDA from 1pm-5pm for play-time in Japanese with singing, story time, games, snacks and karate! Also available is the Brooklyn Mommy & Me class for moms and babies to learn creative ways to play, sing and read together in Japanese as well as their monthly hiragana (basic writing system) Writing Workshop every third Saturday of the month.

Location: 315 E. 15th St., #1H (bet. 1st. & 2nd Aves.)
New York, NY 10003
TEL: 646-334-7426 / www.nycnda.com
Brooklyn NYCNDA
A.R.T. NY/South Oxford Space.
138 S. Oxford St., Brooklyn, NY 11217

Tokyo Marathon 2011 Exclusive Deal

JTB USA, Inc.

Thinking about running the Tokyo Marathon next year? JTB is offering an exclusive 6-Day package deal ($1735 and up for runners and $1573 and up for companion) that includes round trip economy class air fare from USA to Tokyo, 4 Nights accommodations, round trip airport limousine bus coupons, and registration fee for the full marathon. Offer is valid until Nov. 18 (marathon date is Feb. 27). Please call or visit JTB's website for details. Online registration is also available.

Location: Mitsuwa Marketplace
595 River Rd., Edgewater, NJ 07020
TEL: 1 800-822-5824
www.jtbusa.com/tours/tokyomarathon

Free Vegetable & Fruits Detergent with a Purchase of Water Purifier

JuneBees

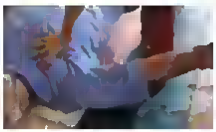
Quality health & beauty product provider, JuneBees, is now offering free EarthWash JB10, a detergent for vegetables and fruits, to those who purchase an Aqua JB water purifier from Japan. EarthWash can remove 99.9% of bacteria like O-157 and salmonella as well as agricultural chemicals while its unsaturated fatty acid and vitamin E keep food fresh. Aqua JB uses an innovative, high quality filter with multiple types of carbons to remove toxins effectively. Drink clean water and eat non-contaminated vegetables and fruits for an absolutely healthy body. To redeem this offer, enter the code CS AQUAJB when you place an order. Shipping & handling is also free for domestic shipment. Offer is ends Oct. 31.

Info: www.junebees.com / TEL: 847-380-1468

$15 Off for Chopsticks NY Readers

Your True Self

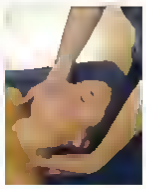
During the month of October, shiatsu salon on the Upper West Side, Your True Self, will offer a one-hour shiatsu massage for $60 (Reg. $75) for Chopsticks NY readers. Shiatsu produces immediate relief from stress, enhances blood circulation and energy flow throughout the body, and assists the body's natural process of releasing toxins. The practitioner of the salon is the daughter of a master Reiki practitioner. She was trained in Japan and has over 20 years of experience. To redeem this offer, mention Chopsticks NY upon making an appointment. The appointment can be made by phone only.



Location: 501 Seminary Row (at Amsterdam Ave.)
New York, NY 10027
TEL: 212-678-4251
http://web.me.com/yukakotakemoto/Shiatsu

Discount on Shiatsu Massage

Ido Center



Authentic Japanese shiatsu massage center, iDo Center, provides numerous therapeutic treatments for the purpose of optimizing people's health and longevity. They are currently offering a promotional campaign for first time visitors. First time visitors will receive a huge discount on shiatsu massage by Japanese masseurs up to $50 off. 60 min. Package (30 min. herb sauna, 15 min. shiatsu massage, 15 min. local treatment) for $55 (Reg. $85), 90 minute Package $85 (Reg. $120) 105 min. Package for $100 (Reg. $140), and 120 min. Package for $120 (Reg. $170). Refresh your mind and body with iDo's therapeutic services.

Location: 9 E. 45th St., 8th Fl., New York, NY 10017
TEL: 212-599-5300 / www.idocenter.com

Happenings Feature 1

Ultimate Acoustic Sound --Mitsuhiro Mori Hand Flute Performance

Mitsuhiro Mori has gained considerable recognition in Japan for his amazing technical mastery of hand flute and ability to play a wide variety of music. Mori, along with his collaborative pianist and composer Keisuke Usuda, visited Kinokuniya Bookstore and performed about an hour long live on Aug. 22. They played original tunes from their album Childhood as well as traditional Japanese songs, pop and anime songs to appeal to people of all ages and cultural backgrounds. He controls the sound as opera singers manipulate their voices, and exhibits how hand flute can produce a wide variety of sounds. The acoustic hand flute sound that Mori produced echoed to the heart of the audience.

Info: www.childhood-fc.com

Happenings Feature 2

Japanese Heritage Night at CITI Field

New York Mets hosted the first Japanese Heritage Night at CITI Field on Aug. 27, making the growing influence of the Japanese and Japanese American communities in the region. With the presence of Sinichi Nishimiya, ambassador and consul general of Japan, the Mets Spirit Awards was presented to six Japanese and Japanese-Americans who represent the past and future in three communities, social service, military service, and baseball. The Mets fans also enjoyed the taiko drumming by Soh Daiko and traditional Japanese dance by the Japanese Folk Dance Institute of New York. The event was concluded with the singing of the national anthem by Japanese Hispanic American singer, Kurt Sanchez Kanazawa.

Happenings Feature 3

The 2011 Japan-U.S. Friendship Commission Prize for the Translation of Japanese Literature

The Donald Keene Center for Japanese Culture at Columbia University and the Japan-U.S. Friendship Commission have annually awarded a monetary prize to deserving American recipients whose works represent outstanding translation of Japanese literature. A prize in the amount of $3,000 is given for the best translation of a modern work and for the best translation of a classical work. The Center is now accepting submissions for the 2011 Translation Prize. Submissions must be book-length translations of Japanese literature: novels, collections of short stories, literary essays, memoirs, drama, and poetry are all acceptable. The deadline is Oct. 28.

Info. www.keenecenter.org / TEL. 212-854-5036

entertainment ★ music

PROMISING YOUNG JAPANESE CLASSICAL CONDUCTOR MAKES U.S. DEBUT

The Japanese conductor who has taken her country's classical music world by storm, Tomomi Nishimoto, is making her much awaited North American debut this fall. She has been working toward this goal for several years, and will be performing in three concert venues across the U.S. along with the South Korean born soprano singer Sumi Jo. They are coming off of their tour together this past June of 12 venues in Japan.

Nishimoto majored in composition at the Osaka College of Music, and regarding the reason for this path of study she shares, "Music is an invisible building where tens of scores construct one work. I could read each score separately, but I didn't know how to put them together. This is why I chose composition. For me music had been primarily feeling based, but I wanted to learn the structure of music and be able to analyze it." After graduation she studied abroad under the command of the opera symphony at the St. Petersburg State Conservatory of Music and went on to build a career as a conductor in Russia as well as numerous European countries.

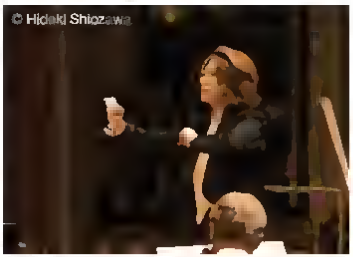
Nishimoto is currently in high demand back home. She has attracted much attention as a star in the making as well as representing the future of classical music, and this young conductor often brings in crowds who have never listened to the genre before. They come to see Nishimoto and experience her musicality, art and humanity. She cites her sense of satisfaction at being a conductor as being "the moment when I connect with the various performers and the audience. I always try to express the 'other side' of the music."

Nishimoto cites musical influences from Vladimir Horowitz and Mstislav Rostropovich to the Beatles and Edith Piaf. About her co-performer Jo, Nishimoto has nothing but the highest praise. "She is truly a pioneer as she was the first Asian opera singer in the classical world. She will be singing some arias at the concert and it will make the audience feel the scale and drama of an actual opera."

The U.S. tour will begin in Los Angeles on November 2nd before moving to Orange County on the 5th, and concluding with a performance at Carnegie Hall on the 9th. The program is scheduled to feature works from Johann Strauss II, Dell'Acqua, Verdi and Tchaikovsky. Be sure not to miss this already legendary conductor in her U.S. debut!

November 9th (Performance starts at 8pm)
Sumi Jo with Tomomi Nishimoto & American Symphony Orchestra

Ticket info: Carnegie Charge. 212-247-7800 / www.carnegiehall.org
Box Office: 57th St. & 7th Ave. New York City



Sumi Jo
with Tomomi Nishimoto
American Symphony Orchestra
Sumi Jo, a world-renowned diva praised for having the "greatest gift from Heaven" by the late Herbert von Karajan, showcases her stunning voice under the direction of Tomomi Nishimoto, a dynamic yet elegant maestro who brings a new world to the American audience
11.9 (Tue) Carnegie Hall 8:00pm
Stern Auditorium / Perelman Stage
Program J. Strauss II 《Die Fledermaus》 'Spiel ich die Unschuld vom Lande'
Dell'Acqua Villanelle, Verdi 《La traviata》 "È strano Ah fors'è lui Sempre libera", "Addio del passato"
Tchaikovsky Symphony No.5 in E minor Op.64 *Program is subject to change
TICKETS ON SALE
CarnegieCharge. 212.247.7800 www.carnegiehall.org
Box Office: 57th St and 7th Ave
H.I.S. New York. 1.800.929.8644 /1.888.893.6228
NY Kinokuniya Bookstore. 212.869.1700
U.S Frontline News, Inc. 212.922.9090
Ticket prices: $125, $95, $65, $45, $250* *$250 tickets include reception party
Presented by Samon Promotion, Inc. 한국일보 THE KOREA TIMES Sponsored by ANA
www.samonpromotion.com/global/nishimoto-usa/

The 17th Annual New York Mutual Trading
JAPANESE FOOD AND RESTAURANT SHOW

We are very pleased to announce that once again it is time for **New York Mutual Annual Japanese Food and Restaurant Show!**

This year's slogan is **"Innovative Japanese Cuisine: Delicious Cuisine with a Healthy Impact"** and we will be presenting many new products, recipes, and menus that restaurateur can take them with you and use them right away at your restaurant.

We have plans to have a knife etching and conditioning service by **Tsukiji Masamata who is widely considered the most popular knife master in Japan.** We also have several other exciting plans including a **Japanese Premium Sake tasting serving sakes from breweries from all over Japan.** There will also be **a dish ware and special kitchen equipment showcase.** **We will be offering great deals as a show day special.**

We are looking forward to seeing you at this year's Restaurant Show!

Register @ www.NYMTC.com for FREE!!

SEPTEMBER 25th, 2010
SATURDAY 10 a.m. ~ 5 p.m.

METROPOLITAN PAVILION
125 West 18th St.
(Between 6th and 7th Ave.)
New York , NY 10011

*Open to retailers, restaurants and food service professionals.

<<Kitchen Demonstrations>>
11:00 a.m. – 11:45 a.m. Professional Cooking Class
12:15 p.m. – 1:00 p.m. Kitchen Demonstration by Top Chef in NYC
1:30 p.m. – 2:15 p.m. Kitchen Demonstration by Iron Chef in Japan
2:45 p.m. – 3:30 p.m. Panel Discussion "The Future of Japanese Cuisine"
4:00 p.m. – 4:45 p.m. Kitchen Demonstration by Top Chef in NY

<<Sake Seminars>>
12:00 p.m. – 1:00 p.m. Introduction to Japanese Beverages
1:30 p.m. – 2:30 p.m. Visit Inside the Sake Brewery
3:00 p.m. – 4:00 p.m. Sake Pairings

<<Japanese Culinary Center Seminars>>
12:00 p.m. – 1:00 p.m. Why Tsukiji Masamoto?
1:30 p.m. – 2:30 p.m. Fundamental Knowledge of Japanese Fine Knife

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地酒 2011 JIZAKE

ULTRA-PREMIUM SAKE & SHOCHU Portfolio Exhibition

OVER 100 BRANDS AND NEW ITEMS

Date: **November 6th, 2010** *Time:* **1pm-5pm**

Location: **New York Warwick Hotel 54th St. & 6th Ave.**

LICENSEES ONLY

RSVP today: rsvp@wineofjapan.com

Wine of Japan Import, Inc. 235 West Parkway Pompton Plains, NJ 07444 / www.wineofjapan.com